

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

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13 June 1998

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Boots puts £1m behind Green Paper research

RPSGB asks Lords for Sch2 cannabinoids

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In just two shakes... shoe odour problems are over!

That all is not well in the Council chamber at the Royal Pharmaceutical Society is demonstrated this week by the resignation of Council member Christine Glover only three weeks after her re-election. Pharmacists will have noticed that something was amiss with last week's announcement of the new president, Hemant Patel, and his deputy, David Allen. It is exceptional for neither the president nor the vice president to be returned. For the sake of continuity, the Banks report has suggested that a two-year term should become the norm, and Peter Curphey did indeed seek a second term. Corridor politics and some unlikely alliances saw another candidate coming forward. Mr Patel was the single nomination after an informal vote initially showed Council split. However badly Mr Curphey and Mrs Glover may have taken the result, they cannot deny the Council its democratic right. The membership, though, will be confused. They have seen Mr Curphey doing a statesman-like job representing the profession on the public stage. They will be unaware of the personal animosities and some genuine concerns over the way Council's affairs have been directed that led to his defeat. The Puxon and Banks reports have cast long shadows. Mrs Glover's resignation is unfortunate and unnecessary. She has put personal loyalties before a wider duty to the profession and deprived an inexperienced Council – a third of members have yet to complete their first term – of her wisdom. She will have disappointed the substantial number of voters who voted for her. This leaves the new president, Hemant Patel, with a difficult job ahead. Council must unite behind him. With a new secretary and registrar soon to be appointed and the reorganisation of the Society's administrative staff underway, a deft touch will be required. Mr Patel is a 'man of the people' and should be a popular choice with the membership. We wish him well.

CHEMIST & DRUGGIST

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Glover resigns from Council

Christine Glover, who until last week was vice president of the Royal Pharmaceutical Society, has resigned from its Council. Her move follows the election of Hemant Patel as president, and David Allen as vice president (C&D June 6, p4).

In a statement sent to *Chemist & Druggist* on Monday, Mrs Glover says she made it clear to Council that she would withdraw her nomination for vice president if Peter Curphey, now immediate past president, were not re-elected. She explained: "I would regard this as a clear indication of lack of support from Council for what he and I had been trying to achieve.

"By rejecting Peter Curphey's strong leadership, I believe this Council has already lost credibility with those we have to deal with outside Lambeth, at a time

when we were finally making real progress raising the profile of pharmacy as a profession."

Although re-elected to Council in May this year, after careful consideration she feels: "The direction Council is now taking conflicts so fundamentally with my beliefs that I can no longer be party to it."

Mrs Glover told her colleagues on Council last week that the past year had been marked by a number of unpleasant episodes that had almost undermined the workings of the Council. It was extremely difficult to function in a conspiratorial atmosphere, and it was not what the Council should be about, she said.

Mr Patel said on Monday: "I am sad that a very energetic and enthusiastic member of council has felt it necessary to resign," but added: "We are going to carry

on with the agreed objectives."

He stresses that he has been assured of the full support from every member on Council. "We have pledged to work together as a united team. The direction of travel of change is very clear and there will be no change."

He anticipates the Society will be back on course by early July and is confident about Council's commitment: "I get this enormous feeling inside that we are going to see the most closely knit Council because, sometimes after the storm, things are much, much clearer."

A recommendation made last September in the Banks Report on the Society's ways of working, which was approved by Council, says: "...a president should normally be expected to remain in office for more than one year but with annual elections and sub-



ject to a maximum of three years".

Commenting on this, Mr Patel said: "I was asked by a large number of my colleagues to consider my options, and after an enormous amount of discussion with my wife, I felt a decision had to be made."

Bylaws allow Council to co-opt a Society member to sit for the period that the previous holder would have remained on Council before re-election. The secretary and registrar has to report the vacancy to the next Council meeting. A Society spokesman said on Monday that there are no plans to call a special Council meeting. The next is in August.

Mrs Glover's resignation may affect the appointment of a new secretary and registrar although Mr Patel says a decision will be made in the very near future. An announcement from the appointment committee chaired by Mr Curphey and on which Mrs Glover sat was expected by the end of May. Shortlisted candidates have been interviewed but no appointment has yet been agreed. Mr Patel stressed: "There is a need to appoint a secretary and registrar and we will not delay it unnecessarily."

Mr Curphey was unable to comment on Mrs Glover's resignation because he was out of the country at the start of the week.



Hospital pharmacists' pay offer is effectively a pay cut, says MSF section general secretary

Hospital pharmacists are disappointed by a pay offer of 3.8 per cent, with a 2 per cent increase from April 1 1998 and the full amount payable only from December 1.

MSF's Guild of Healthcare Pharmacists section is consult-

ing members before making a formal response.

Gerry Looker, MSF section general secretary, said this week: "Members will be disappointed not only with the offer but the continuation of the previous practice of staging pay

awards. In real terms this offer represents a pay cut, and is well below the RPI and private sector pay increases." It would exacerbate problems of recruiting and retaining pharmacists in the NHS, he added.

Guild group secretaries and

Council members will try to gauge reaction locally before meeting together on June 19.

If there is a feeling that pharmacists are grossly unhappy about the situation there will be a ballot on whether or not to accept the offer.

Sheffield Local Pharmaceutical Council pushes for primary care group inclusion

Sheffield Local Pharmaceutical Committee has published 1,500 copies of a guide to promote the representation of community pharmacists on primary care group boards.

Copies of 'Community pharmacy and primary care groups in Sheffield' are being distributed this week to all local pharmacy contractors and GPs; key staff at the Health Authority; community

health councils and local medical, dental, and ophthalmic committees.

LPC representatives met the HA's executive management on Tuesday to discuss the geographical allocation of Sheffield pharmacies into four PCGs. Each PCG will have approximately 80 GPs and 25 community pharmacies.

"I think we will be included on the PCG boards and will be very

disappointed if we aren't," says Martin Bennett, the LPC's secretary. "It all depends on whether the Department of Health issues guidelines on the structure of boards and whether pharmacists are included in these."

● Sheffield LPC has launched its own Internet site. Information on the site includes a contact list of LPC members, copies of Sheffield LPC bulletins, news

about the Sheffield Primary Care Groups, contract applications, a local locum list and an on-line information exchange facility. Mr Bennett hopes that a pharmacy directory listing services available from pharmacies and which is being updated by Sheffield Health Authority will be added soon. The site's address can be found at www.sheffield-lpc.demon.co.uk.

Boots gives £1m support to 'Our Healthier Nation'

Boots the Chemists has come out strongly in support of the Government's approach to health promotion. Responding to the Green Paper 'Our Healthier Nation', BTC argues that pharmacists are well placed to act as a bridge between the public and the NHS.

But Paul Joyce, BTC's assistant managing director, says Government has not yet succeeded in harnessing commercial enterprise to push forward health objectives.

"'Joined up Government' is about more than putting different agencies on the same track. It will work best if Government can create a partnership between public, private and voluntary sectors ... community pharmacies need to be at the heart of that partnership."

In committing itself to promote better health, Boots has announced a '£1m health research action programme' which draws together existing and new initiatives. These include:

- research into women's health needs, more effective promotion of smoking cessation, and complementary medicines
- health care and vitamins product research aimed at those with conditions such as asthma and osteoporosis
- a new annual BTC report –

'The state of the nation's health'

- funding for community pharmacy practice research
- funding of two professorial chairs and 16 teacher practitioner posts at schools of pharmacy
- an annual research paper award organised with the Royal College of General Practitioners.



Paul Joyce, Boots the Chemists' assistant managing director

Community pharmacists working for Boots and independent pharmacies are well placed as a first port of call to mediate between the public and other health care professionals, says Boots.

It adds that it is uniquely placed to raise awareness of health issues because of its national coverage, resource base, organisational skills and customer traffic.

However, Boots says it would like to explore with Government an effective way of using the data it has gathered on patterns of health, both locally and nationally, to monitor the success of 'healthier nation' initiatives.

While welcoming the national targets which are designed to drive policy and service improvements, Boots believes they are too narrowly focused on mortality reductions.

As many of the most important contributions of pharmacy care improve the quality of life for those with chronic conditions, Boots would like to see quality of life measures recognised in the national targets. It says it can help with the setting of these targets.

The company claims to be "especially well placed" to reach women, who continue to play a key role in the care of children and other family members.

One in three women shop at Boots at least once a week. As such, "Boots pharmacies provide a unique communication channel for Government to address the needs and concerns of women".

Boots argues that community pharmacists should play their part in the leadership of primary care groups. It says pharmacy must be able to function as part of a system of integrated care dealing with those who are seriously ill.

Drug recall

Cox Pharmaceuticals is recalling its Hydrocortisone Ointment 1 per cent, 15g, batch number HS126, expiry February 2001. Some of the tubes of ointment are marked with the incorrect product strength, stating the contents to be Hydrocortisone Ointment 0.5 per cent. The Medicines Control Agency issued the class 2 alert on June 5. Further details can be obtained from Cox Pharmaceuticals. Tel: 01271 311203

Price service

It has come to our notice that the Avoca wart treatment and the Higginsons rectal and vaginal enema tubes, currently listed in the Disallowed Dressings and Appliances section of the Generics Book, are allowed items. We apologise for the inconvenience. For any further product queries, ring the National Prescription Research Centre on 0181 882 3888.

Class I Drug alert

Baxter Healthcare is recalling Sodium Chloride Intravenous Infusion 0.9%, 1,000ml, batch number 98D22BE, expiry date March 2000. During manufacture some containers were damaged, resulting in leakage from the 'E' letter of the batch number. Stock from this batch should be set aside and the Baxter Customer Services department contacted (01635 200000) to arrange collection and replacement stock. As a Class I alert this requires immediate action, including out of hours.

Domiciliary service

North Staffordshire Health Authority has decided not to extend a domiciliary service pilot which has involved 17 community pharmacists. But the project, in which home care support workers identify housebound patients likely to benefit from medicines advice at home, will continue through those pharmacies taking part in the pilot. A full report is expected in July and it is hoped that more pharmacists will be recruited next year.

LPC secretary

Avon LPC is extending its search for a new secretary to include a non-pharmacist. An advert in this week's *Health Service Journal* seeks a candidate who has significant experience in health service management and a clear understanding of the strategic planning and contracting processes.

OTC aspirin strength to be upped?

Pharmacists may be allowed to sell aspirin 500mg as opposed to 325mg when restrictions on OTC analgesic sales come into effect from September 16.

In its consultation letter MLX 244, the Medicines Control Agency says that the Committee on Safety of Medicines has advised that products containing up to 500mg aspirin per tablet or capsule may safely be sold or supplied in pack sizes of 32 through pharmacies.

The MCA is proposing that the exemption to the Prescription Only Medicine Order reflect this, when relating to the sale or supply under the supervision of a pharmacist. The limit of a maximum sale of 100 tablets or capsules at any one time sold or supplied at the pharmacist's discretion will remain.

Currently, two products containing aloxiprin in combination with aspirin are licensed. The

MCA proposes that aloxiprin will be added to the POM order, with exemption for doses of up to 620mg (equivalent to 500mg aspirin) and pack sizes of 32 tablets or capsules.

OTC nasal corticosteroids are to be restricted in use following evidence that long-term use can retard growth in children. As such, P medicines containing beclomethasone dipropionate, budesonide and flunisolide should be limited to patients aged 18 years or over and to a maximum of three months use.

Other proposals in MLX 244 are:

- allowing one vial of insulin, the smallest the pharmacy has, to be supplied in an emergency
- felbinac 3.17 per cent for external use – to extend its Pharmacy indications to 'the relief of rheumatic pain, pain of non-serious arthritic conditions and soft tissue injuries such as sprains, strains and contusions'

- ketoconazole 2 per cent – to allow creams to be used for treating *tinea pedis*, *tinea cruris* and candidal intertrigo
- levocabastine hydrochloride – to allow it to be used without prescription at a maximum strength of 0.54mg/ml, as a nasal spray in a pack containing up to 10ml or as aqueous eye drops in a pack of up to 4ml, for the symptomatic treatment of seasonal allergic conjunctivitis
- necrodol sodium eye drops 2 per cent – to classify as a P medicine with pack size of 2ml for the prevention, relief and treatment of seasonal and perennial allergic conjunctivitis.

Following abuse of soft-gel filled capsules containing diphenhydramine hydrochloride, the MCA is proposing that the drug be added to the list of medicines which are POM.

Comments to Dugan Cummings at Room 1109a, Medicines Control Agency, Market Towers, 1 Nine Elms Lane, London SW8 5NQ.

RPSGB calls for Schedule 2 cannabinoids

The Royal Pharmaceutical Society is recommending that cannabinoids be transferred to Schedule 2 from Schedule 1 of the Misuse of Drugs Regulations.

By subjecting cannabinoids to the same levels of control as morphine, larger, well-constructed studies will be possible, it believes. To date, the 'stigma' of conducting trials with an illicit

substance, the burden of obtaining a Home Office licence and the inability of industry to obtain any return on investment for 'orphan drugs' have all hindered research.

The views are expressed in the Society's response to the House of Lords Select Committee on Science and Technology inquiry into cannabis. The RPSGB hopes

that some guidance for clinical trials will be forthcoming from its clinical cannabinoid working group.

It stresses that it is not supporting cannabis use in non-standardised forms, and that there is no basis for cannabis use by smoking. However, the Society says: "For clinical use, pharmaceutical formulations that com-

prise either single-component natural cannabinoids or synthetic cannabinoids are required and the development of these products by the pharmaceutical industry is strongly encouraged."

It also wants full consultation with the medical and pharmacy professions. The Select Committee is expected to report to the Lords by November.

Experts urge more support for NRT

Nicotine replacement therapy should be available on NHS prescription and more should be done to encourage its use, says an expert panel on smoking cessation.

Panel chairman, Professor Godfrey Fowler, said this week: "We are asking the Government, those responsible for public policy, health care professionals and smokers alike to recognise once and for all that nicotine replacement therapy is not only safe, but is also the most effective aid to smoking cessation currently available."

Use of NRT, backed by support from health professionals, has been shown to more than double the success rate in smoking cessation to 20 per cent, compared with placebo. The panel argues that making NRT available on prescription would help those on lower incomes who are most likely to smoke. The cost to the NHS would be far less than treating smoking-related diseases.

In a report published this week, the panel also recommends:

- that health authorities should commission effective smoking cessation strategies incorporating the use of NRT

- pharmacists, GPs and other health care professionals should be made more aware of its significant role in successful smoking cessation. Pharmacists, particularly, should be encouraged to provide sound advice proactively to smokers

- NRT's benefits should be highlighted in nationally-funded publicity and health education campaigns.

Professor Fowler is a member of the Government's Scientific Committee on Tobacco and Health and has been active in smoking cessation practice, teaching and research for over 20 years. Other members of the panel are pharmacist Dr Claire Anderson, director of pharmacy practice research, King's College

London and Professor John Moxham, dean of the faculty of clinical medicine, King's College London.

At the report launch on Tuesday, Dr Anderson explained how pharmacists were ideally placed to identify smokers and encourage them to give it up. Some members of the audience suggested that NRT should be as easily available as cigarettes and sold from corner shops. But the panel is not advocating deregulation to GSL. Professor Moxham said that trials had been carried out in a clinical setting, backed by professional advice, and there was not enough evidence to support NRT's efficacy in other settings. Dr Anderson said the advice aspect was important and added to the chances of quitting.

The report, 'A call for a more effective UK public policy on smoking cessation and the use of NRT', has been produced for MPs and is funded by Novartis Consumer Health.

Nut death prompts Society ethics review

The death of a woman in a pharmacy from a nut allergy has prompted the ethics working party of the Royal Pharmaceutical Society to draw up guidelines regarding emergency treatment.

Due in the autumn, the guide will give an overview of emergency events which may occur – such as anaphylaxis, coma or a severe asthma attack – and how a pharmacist may respond if help is sought by a member of the public.

The death was highlighted in last week's *Sunday Telegraph*. It says a pharmacist felt unqualified to administer an adrenaline injection to the woman who was seeking help from the pharmacy following a reaction to eating a chocolate coated nut.

On Tuesday, the Society's law department director, Susan Sharpe, said that the new guidance will give information, training and professional support. The message will be: "If this happens and you do this, we will support you," she said.

Society issues healthier nation response

The Royal Pharmaceutical Society has emphasised the role medicines management could have in helping the Government achieve its Green Paper, 'Our Healthier Nation', targets.

In addition, the Society points out that pharmacists can help local authorities and health authorities to:

- develop a wider understanding of health issues in local communities
- better co-ordinate health improvement activities
- increase local capacity and capability
- help sustain development through their strengths which include trust and convenience of access
- help promote effective joint working and to develop flexible and better targeted policies to take account of local conditions.

The Society is one of several bodies to question the national targets of the Green Paper for being focused on reducing mor-

talities rates. It says other key targets are needed to achieve more positive ongoing health targets, and that these are developed to meet local needs with pharmacist involvement.

Among the initiatives the Society is keen to support are: the Government's plans for healthy schools (such as advice on drug misuse and chronic conditions); providing health advice regarding the work place (such as smoking cessation); and healthy neighbourhoods (including 'brown bag' campaigns and the Pharmacy Healthcare Scheme).

The Society also stresses that the interchange of information between those responsible for a patient's health and care needs to be considered. Health improvement programmes are a way of overcoming inter-professional barriers and allowing partnerships to be built up. "Pharmacists must be key partners in any scheme which seeks to improve public health," the Society says.

Pharmacists' 'major role' in new NHS

Dr John Chisholm, chairman of the General Medical Services Committee, has predicted GPs will increasingly rely on community pharmacies in the new NHS.

Speaking at a Wessex Pharmaceutical Group forum last month, Dr Chisholm said increasing demands on GPs' time would lead to pharmacists being increasingly valued by the

general public as a source of free and informed advice on health matters.

Dr Chisholm argued that GPs should retain the right to prescribe as they saw fit, but said this could only be justifiable within budget spending restrictions adding: "It is not in patients' interests for doctors to prescribe in defiance of available evidence."



Pictured from left are Wessex Pharmaceutical Group chairman Peter Harsant, Mid-Hampshire Commissioning Group chairman Dr Nigel Sylvester, GMSC chairman Dr John Chisholm, barrister Chris Newdick, meeting chairman Robert Jackson MP, National Casemix Office director Dr Hugh Sanderson

*From practice
to people*



**CHEMIST &
DRUGGIST**
THE JOURNAL FOR PHARMACY

in association with

GlaxoWellcome

**Enter this prestigious award, with
\$5,000 to be won to develop new
pharmacy services**

Individuals and consortia can enter

Submit your business plan by June 30



The Glaxo Wellcome Chemist & Druggist Community Pharmacy Award 1998 is offering three pharmacists \$1,500 to develop their proposal for a new pharmacy-led service in the primary care sector. The overall winner will receive a further \$500 cash prize.

Your proposed service development initiative must ultimately be self-financing, either through health authority funding or charging users for the service.

The winners of the award will have to demonstrate to the judges that their proposals are innovative, and will help develop pharmacy services in their area. They must also show that their ideas are supported by a sound business plan.

The judges will be looking for:

- innovative ideas and evidence of patient or health care benefit
- viability of proposal
- standard of presentation
- transferability of the plan to other settings.

Proposals from pharmacy consortia, partnerships with hospital pharmacists or other health care professionals must come through

a 'lead pharmacist' working primarily in the community sector.

All entrants will be sent a summary of the best of the entries together with the judges' comments on the winning entries.

Entry guidelines

Your proposal should support one or more of the five objectives set out in 'Building the Future', the Royal Pharmaceutical Society's strategy for building and developing pharmacy services for the 21st century. These are:

- the management of prescribed medicines
- the management of long-term conditions
- the management of common ailments
- the promotion and support of healthy lifestyles
- advice and support for other health care professionals.

Your proposal should also fit within the primary care framework outlined in recent Government White Papers on the NHS.

To see a full copy of the rules and for guidance on putting together a business plan, see *Chemist & Druggist*, 25 April, pp20-23.

Entry is open to any pharmacist on the Register of the RPSGB or the PSNI.

Three prizes of £1,500 will be awarded, with a cash prize of £500 for the overall winner. The closing date for entries is June 30, 1998. The Award winners will be announced in *Chemist & Druggist* on October 3.

Entries should be typed or printed, and may be supported by supplementary documentation, eg leaflets, brochures, plans and photos if required.

The winners will be asked to deliver a progress report on their projects, ensuring that necessary records and documentation are maintained to monitor progress.

Entry form

Please complete the entry form below and attach it to the front of your entry. Send the completed entry, to arrive no later than June 30, 1998, to:
Practice to People, Chemist & Druggist, Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW.

Name.....

RPSGB/PSNI registration number.....

Pharmacy address.....

.....

.....Post code.....

Telephone.....

Declaration: In submitting an entry to the 1998 'Practice to People' Awards, I agree to comply with the requirements laid out in the rules.

Signature.....

Name (please print).....

Date.....

Topical Reflections



Storm over the Ivory towers

These are strange times at Lambeth. The annual election for president and vice president of the Royal Pharmaceutical Society of Great Britain is supposed to be a civilised *fait accompli*. Yet, if my friendly Council member is to be believed, last week's Council meeting was anything but civilised.

Peter Curphey was not re-elected for his second year (as was expected since the Society is pushing ahead with Bank's report in other respects) and Christine Glover withdrew her own candidacy. However, the people's favourite, Hemant Patel, saved the day and was elected president, with David Allen the equally unexpected vice president.

Certainly a turn up for the books, and with the expected announcement of the new secretary and registrar deferred to another date, the rumours suggest that

dissension is rife in the corridors of power. This is bad news for us all at this time.

Out of adversity could come salvation, because Hemant Patel, though an unexpected victor, is most definitely not the soft compromise that the opposing camps may have preferred.

Hemant has been vociferous in promoting his own agenda, which envisages pharmacy at the forefront of a changing NHS. For the sake of all our futures, I wish him the best of presidencies and trust he will not only now unite Council but also constructively deliver on his own invective.

Leopards rarely change their spots

Some time ago I mentioned the contradiction of selling products manufactured by Goldshield Pharmaceuticals, while its mail order subsidiary actively undermined my attempts to expand my vitamin and supplements business.

There was no way then to resolve this problem, other than not to recommend Goldshield products, but I was recently rudely reminded of my past displeasure by a cold sell, mail drop leaflet from Goldshield designed to attract new mail order customers. There, in black and white and prominently displayed in the address, was the name of my pharmacy and I assume, on similar leaflets, the names of other pharmacies.

At first I was very angry, but this quickly gave way to amused resignation. I can only assume that pharmacies have been added to Goldshield's mailing list by the innocent

zeal of an ex-marketing executive who was not aware of the pain caused by rubbing salt into open wounds!

However, as I consigned the leaflet to its deserved final resting place, I was pleased to be reminded that leopards rarely change their spots and that my policy towards Goldshield products should remain firmly in place.

Broken bulk on dressings and hosiery

I have often unsuccessfully complained about the unfairness of the Drug Tariff method of dealing with appliances and dressings, where I am only paid for single packs of products I have to buy in multiples.

The problem has recently been exacerbated by the increasing range of available dressings and, on the hosiery side, the loss of representation from Scholl.

Scholl's representative has always helped out in the past by replacing split boxes, but since I no longer see him, the problems are multiplying.

I realise it is not Scholl's fault, because ultimately it should not be the responsibility of the manufacturer to bail out the perversity of regulation that provides me with a direct loss every time I receive one of these split pack prescriptions.

Broken bulk is the accepted system for reimbursing the full costs incurred when dispensing drugs and should now be extended to all other sections of the Tariff. If I have to buy 50 Mepore in order to satisfy a prescription for ten that is no different in effect to a prescription for ten tablets packed in bottles of 50.

The increasing range of dressings now available for GPs to prescribe has increased my losses to unacceptable levels, but the simple expedient of allowing broken bulk would instantly solve the problem.

But, I suspect that interests of natural justice only hold sway when they work in favour of our paymasters. If my suggestion is unworkable I would like to know why and, since I am losing money on these transactions, I would like to see a fair alternative offered.

PIANA PLAYER

Paul Culshaw



Pharmacist Paul Culshaw of Norman's Pharmacy in Walton, Liverpool, regularly goes into the local community to advise homeless and mentally-distressed patients on medication.

He spends an hour at three different centres in Liverpool each week: Whitechapel day centre for homeless people, Petrus hostel for men with alcohol or drug misuse problems, and Rice Lane day centre for patients with mental health problems.

His involvement began six years ago following a pilot project to provide mental health information service to homeless people in Liverpool. Since then, his role has expanded to include giving general medication advice.

His pharmacy offers methadone dispensing and operates a successful syringe exchange scheme, and his experience with drug misusers enables him to counsel them on injection issues.

He maintains a medical literature centre at the Petrus hostel, which contains leaflets from sources including the Royal Pharmaceutical Society and the UK Psychiatric Pharmacy Group.

His education of agency staff has affected the way in which staff assess patients and decide where these patients live. Staff now know that, rather than being deliberate, a patient's 'mask' expression can be caused by a medication's side effects.

Mr Culshaw believes pharmacists are too tied to their premises and would like to see a loosening of the dispensing regulations. He cites locum supply difficulties as a particular problem. "We have got to get away from the dispensing bench and get involved in these types of initiative. We are well trained but this training is almost wasted," he says.

For him, the biggest problem is lack of time. Talking about medication with mental health patients requires trust and time can be crucial in ensuring their continued compliance.

Mr Culshaw is grateful for the support that Liverpool HA and the UK Psychiatric Pharmacy Group have given. The HA has supported his centre visits while the UKPPG has allowed him to keep up with developments in the area of psychotropic medication.

Who can treat thrush even if she could be expecting?



Canesten can. Oral treatments can't.

Is she or isn't she? Remember, oral treatments are contra-indicated during pregnancy. Fortunately, Canesten Combi can

relieve the itch immediately, clear infection fast and

Canesten® *Combi*

is suitable for use during pregnancy - under the supervision of a doctor.

Clotrimazole 1%

Abridged product information for Canesten Combi. **Presentation:** A single Canesten 1 pessary (containing 500mg Clotrimazole BP), plus a 20g tube of Canesten cream (containing 1% Clotrimazole BP). **Indication and Dosage:** Pessary for candidal vaginitis; cream for associated vulvitis and treatment of sexual partner to prevent re-infection. **Adults (16-60):** The pessary should be inserted into the vagina using the applicator. The cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent re-infection. **Contra-indications:** Hypersensitivity to clotrimazole. **Warnings:** Pregnancy: Only under supervision of a doctor. **Side-effects:** Rarely local mild burning or irritation immediately after use. Hypersensitivity may occur. **Legal category:** P. **Package quantity and cost price:** 1 x 500mg pessary packed in foil, plus a 20g tube of Canesten Cream. An applicator for the pessary is included, £4.25 (PL 0010/0016R (cream) (PL 0010/0083 (pessary))). **Product Licence holder:** Bayer plc, Consumer Care Division, Bayer House, Strawberry Hill, Newbury, Berkshire, RG14 4JA. **Date of preparation:** March 1998

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SCRIPTspecials

Posicor withdrawn

Roche has voluntarily withdrawn its antihypertensive drug, Posicor (mibefradil), following new revelations of serious drug interactions. The drug, which was launched in the UK in mid-1997, is being recalled after findings from a three-year study of Posicor showed an increase in the frequency of side effects when the drug was used with other medication, including cardiovascular agents. Roche has asked pharmacists to return Posicor stocks to wholesalers within 48 hours for appropriate credit. For further information, call 0800 328 1629.

Roche Products Ltd. Tel: 01707 366000.

Zopiclone wrong strength

Due to incorrect information supplied, the strength of Norton Healthcare Zopiclone Tablets was listed as 3.5mg instead of 3.75mg (see *C&D*, May 23 p8). Norton Healthcare Ltd. Tel: 01279 426666.

Nutricia adds pasta

Nutricia has added Glutafin Part-Baked Long White Rolls and Part-Baked Long Fibre Rolls to its premium range of breads. New to its Glutafin multi-shaped range of pasta are Pasta Shells.

Nutricia Dietary Care. Tel: 01225 711801.

Emollient samples

Schering-Plough is offering complimentary sample packs of emollients for pharmacists to give to their patients. The packs contain a Diprobath bath emollient (50ml) and Diprobase cream (15g) and a leaflet entitled 'Understanding eczema'. Order packs from:

Sallie Sutton, Green Moon Healthcare, Freepost, Oyster Lane, Byfleet, Surrey KT14 7BR.

Glucotrend comp

Boehringer Mannheim is looking for the best pharmacy window display on diabetes. The competition running until July 31, aims to raise awareness among the public and promote pharmacists' involvement in diabetes care. The five pharmacists with the most imaginative window display will each win a digital camera.

Roche Diagnostics Ltd. Tel: 01273 480444.

Zoladex for use in fertility treatment

Zoladex (goserelin) has had its licence further extended to include use in women undergoing fertility treatment.

Zoladex, a gonadotrophin-releasing hormone agonist (GnRH), is administered as a 3.6mg monthly depot in order to achieve the appropriate hor-

monal environment prior to stimulation of the ovary and egg retrieval. The use of GnRH agonists are associated with fewer failed cycles and an increase in pregnancy rate per cycle.

Zoladex is the first depot GnRH agonist registered for assisted conception in the UK. It

is already used for the treatment of prostate cancer, advanced breast cancer in pre- and perimenopausal women, and for benign gynaecological conditions such as endometriosis and fibroids.

Zeneca Pharma. Tel: 01625 712712.

MEDICAL MATTERS

HOT study prompts rethink on blood pressure limits

The largest intervention study in cardiovascular medicine has provided strong evidence on the benefits of intensive blood pressure reduction and prompted a rethink on the much debated blood pressure limits.

The Hypertension Optimal Treatment (HOT) study involving nearly 19,000 patients in 26 countries has shown clear benefits of reducing blood pressure to below the current recommended diastolic pressure of 90mm Hg. Patients who had their measurement reduced from the average baseline of 105mm Hg to 83 mm Hg experienced a 30 per cent reduction in the risk of heart attack and stroke. In other words, the prevention of five to

ten heart attacks or strokes per 1,000 patients per year.

The results, presented at the 17th Meeting of the International Society of Hypertension in Amsterdam, also showed benefits of intensive blood pressure reduction in diabetes where the incidence of a major cardiovascular event was reduced by half in the 80mm Hg group compared to the 90mm Hg group.

Patients in the study were treated with first-line established antihypertensives to one of three target blood pressure measurements: ≤ 90 mm Hg, ≤ 85 mm Hg or ≤ 80 mm Hg. The baseline therapy was the long-acting dihydropyridine calcium antagonist felodipine. Additional drugs and

dosage changes were brought in where necessary.

The results showed average blood pressure reductions of 22mm Hg diastolic and 28mm Hg systolic, achieved in the majority of cases through combination therapy. These results are hoped to reassure prescribers that intensive lowering of blood pressure is achievable in the majority of patients in primary care and that combination therapy is well-tolerated.

The HOT study began in 1992 and was overseen by international executive and steering committees and endorsed by the European Society of Hypertension. It was supported by a grant from Astra.

Vitamin E advised before vaccination

Elderly people who need flu vaccinations should be advised to take vitamin E 200iu in the preceding weeks, suggests a leading antioxidant researcher.

Professor Jeffrey Blumberg from the Human Nutrition Research Center on Ageing, Tufts University, Boston, says that because immune function declines with age, the elderly might not respond adequately to vaccination. Research at Tufts has shown that giving vitamin E supplements to healthy adults between 65 and 80 years old increases the rate at which they produce antibodies to various vaccines. Some vets already give vitamin E to cattle at the same

time as vaccination.

The study showed that the vitamin also had a positive effect on other measures of immune response but, although the group taking supplements suffered from fewer infectious diseases than those on placebo, this was not statistically significant. Other researchers have shown a link between high plasma levels of vitamin E and reduced incidence of infectious diseases.

Professor Blumberg said that while vitamin E was unlikely to be a "single magic bullet", it appeared to be a key contributor to the maintenance of immune function. Vitamins B6 and C, zinc and the carotenoids were also

important.

He told a London conference on 'Positive ageing' last week that governments and health professionals should do more to encourage healthy eating habits as there was growing evidence that antioxidants could help prevent the degenerative diseases of ageing, such as cardiovascular disease, cancer and cataracts. It was now time to take action to reduce the potential financial burdens of an ageing population. A healthy diet might make only a modest impact on lifespan but could have a dramatic effect on "healthspan" by delaying the onset of diseases that made life miserable for the elderly.

Who can make their pessary work 50 times harder and retain natural pH balance?



Only Canesten can.

A unique lactic acid formulation

It's the lactic acid that makes the Canesten 500mg pessary unique. Not only does the pessary improve the local bioavailability of clotrimazole by 50 times more than

other pessaries, it also helps to control microbial growth, by retaining the vagina's naturally acidic pH. So if it doesn't say Canesten it doesn't work like Canesten can.

Canesten® *Combi*

Clotrimazole 1%

Abridged product information for Canesten Combi. **Presentation:** A single Canesten 1 pessary (containing 500mg Clotrimazole BP), plus a 20g tube of Canesten cream (containing 1% Clotrimazole BP). **Indication and Dosage:** Pessary for candidal vaginitis; cream for associated vulvitis and treatment of sexual partner to prevent re-infection. **Adults (16-60):** The pessary should be inserted into the vagina using the applicator. The cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent re-infection. **Contra-indications:** Hypersensitivity to clotrimazole. **Warnings:** Pregnancy: Only under supervision of a doctor. **Side-effects:** Rarely local mild burning or irritation immediately after use. Hypersensitivity may occur. **Legal category:** P. **Package quantity and cost price:** 1 x 500mg pessary packed in foil, plus a 20g tube of Canesten Cream. An applicator for the pessary is included, £4.50 (PL 0010/0016R (cream) (PL 0010/0083 (pessary))). **Product licence holder:** Bayer plc, Consumer Care Division, Bayer House, Strawberry Hill, Newbury, Berkshire, RG14 4JA. **Date of preparation:** March 1998.

REFERENCES: 1. Ritter W. Pharmacokinetic fundamentals of vaginal treatment with clotrimazole. Am J Obstet Gynecol 1985; 152: 945-947. 2. Pharmaceutical Codex. Twelfth Edition. p175.

COUNTERpoints

Resolve puts the zing back into the morning after

Seton Healthcare is relaunching its Resolve hangover remedy with a new lemon flavour.

Each sachet of the product contains paracetamol 1,000mg for pain relief, antacid ingredients to settle the stomach, as well as vitamin C and glucose.

With the addition of a hint of lemon, it is formulated to help put the 'zing' back into those suffering the 'morning after'.

The product retails at \$1.99 for five sachets, \$3.29 for ten sachets.

Seton Healthcare Group plc.

Tel: 0161 652 2222.



Exorex slips into pharmacy

The banana-based Exorex dermatological range for psoriasis has been relaunched into pharmacy.

The range, previously only available by mail order from Vital Health, is now being distributed by Pharmax. It comprises bath and shower gel, shampoo, leave-on conditioner, soap, cream

and lotion. The lotion carries a GSL licence and can be prescribed on an FP10.

The new distributor is supporting the range with comprehensive point of sale material for pharmacy.

Exorex was launched last June by Vital Health.

Pharmax Ltd.

Tel: 01322 550550.

Potter's offers Willow Bark as a natural alternative to aspirin

Potter's has introduced Willow Bark tablets as a natural alternative to aspirin.

Each tablet contains dry extract of *salix alba* (white willow) bark, the natural source on which aspirin is based. One to four Willow Bark tablets should be chewed at three-hourly intervals if necessary. Willow Bark

has been used since biblical times to relieve headaches, mild fever and aches and pains.

Willow Bark extract has particularly high quantities of salicin, a compound which is considered to have anti-pyretic, anti-rheumatic and analgesic properties.

Potter's Ltd.

Tel: 01942 234761.

Animated campaign for Eurax

Novartis Consumer Health is supporting the relaunch of its anti-itch brand Eurax with a new summer advertising campaign.

Eurax Cream and Lotion will be advertised in national tabloids and mainstream women's titles throughout July and August.

The animated campaign takes a fresh approach to raising awareness and empathy levels about the need for an anti-itch product.

While being light-

hearted, it maintains a strong message that 'Eurax treats itching seriously'.

The brand can be used for the relief of skin conditions caused by itchy dermatitis, dry eczema, allergic rashes, hives and nettle rashes, chicken pox, insect bites and stings, heat rashes, sunburn and personal itching.

Prices of Eurax range from \$3.25 to \$4.19.

Novartis Consumer Health.

Tel: 01403 210211.



Drug-free tips for travel sickness

Sutherland Health is introducing a new Sea-Band leaflet for travel sickness sufferers.

Designed as a handy reference guide to be displayed in-store, the leaflet offers customers drug-free tips for preventing nausea due to travel sickness.

It also explains the benefits of Sea-Band for all other types of nausea – particularly morning sickness and post-operative nausea.

Sea-Bands are designed to work by applying continuous pressure on the 'P6' (Pericardium 6 or Nei-Kuan) acupressure point on each wrist using a plastic stud.

● A brightly striped children's band has been introduced for this summer with a recommended retail price of \$7.49.
Sutherland Health.
Tel: 01635 874488.

New look for Sudocrem

Pharmax has repackaged its Sudocrem Antiseptic Healing Cream tube (30g, \$1.37) with a new look.

The new graphics clearly illustrate the various skin conditions that the product can be used for, eg sunburn, cuts and nappy rash.

Pharmax Ltd.

Tel: 01322 550550.

Infant Gaviscon loses its metal

Infant Gaviscon has been reformulated without the aluminium hydroxide gel and renamed Gaviscon Infant.

Gaviscon Infant, available from July 10, will now contain only the active ingredients sodium alginate 225mg and magnesium alginate 87.5mg per dose. A warning against use with other feed thickening agents or infant milk preparations containing thickening agents has also been added.

Reckitt & Colman Products. **Tel: 01482 326151.**

Want to make **more** of your regular savings?



Find out how
RNPFN's
MONEYSPINNER
turned
£50 a month
into £10,596
in just 10
years

Moneyspinner is a proven, powerful home for your savings. It is issued by RNPFN exclusively to members of the health professions and their spouses.

Over the years, it has consistently provided savers with top class growth and this is confirmed, time and again, by independent surveys in the specialist financial press.

For instance, over the last 10 years, Moneyspinner turned £50 a month into £10,596 tax free. That's growth of nearly 11% a year.

The same amount saved in a building society would have grown by just 3.9% a year! (See notes).

And the secret of this success? Simple really. RNPFN has very low overheads, we don't have shareholders demanding a slice of our profits and we NEVER pay commission to brokers or salesmen. So, when you save with us, MORE of your money is invested for YOUR benefit.

You can start to reap the considerable rewards of Moneyspinner by saving from as little as £20 a month.

So, for your free, no obligation information pack, simply complete and return the coupon below or for a quicker response telephone our Customer Serviceline FREE on

0800 77 66 77

QUOTING REFERENCE 66/7

Your call may be recorded or monitored for your own protection

Notes:

1. The RNPFN figure is based on a saving of £50 a month from 1 April 1988 to 1 April 1998. Past performance does not guarantee similar performance in the future.
2. Source for building society figure: S&P Micropal.

YES, please send me details of **RNPFN's Moneyspinner**. I understand that I will be under no obligation whatsoever, and that no sales representative will contact me.

Title (Mr/Mrs/Miss/Ms/Dr) _____ Name _____

Address _____

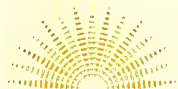
Postcode _____

Home Tel. No. _____ Occupation _____

Date of birth _____ Marital Status _____

Please return to RNPFN, FREEPOST, 15 Buckingham Street, London WC2N 6BR

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Burdett House, 15 Buckingham Street, London WC2N 6ED 0171 839 6785
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this stylish
pen and pencil set
ABSOLUTELY FREE**

Elida Fabergé enters the sports arena

Elida Fabergé aims to create the first credible sports brand within the toiletries market with the launch of its Physio Sport range.

Developed in association with 2,000 athletes, the new unisex range of toiletries meets the needs of the sports sector. Factors taken into account when designing the products and packaging include extra sweating by active sports people, more frequent washing which can cause dry hair, sun, wind and water drying the skin, and the need for packs that can be safely transported in sports bags. Exclusive Olympic endorsement by the International Olympic Committee Medical Commission gives the brand further credibility.

The Physio Sport range includes: Dry intensive antiperspirant roll-on (50ml, £1.60) and aerosol (150ml, £2.50);



Deo skin breathing deodorant (150ml, £2.70); Equalise skin cooling fragrance (100ml, £5); Hydrate all weather body lotion (200ml, £5); Anti-friction skin barrier gel with Vaseline protection (125ml, £2) and Grip liquid hand powder (125ml, £5.50).

Unique packaging features to meet the needs of sports people include non-drip valves, twist lock caps, non-slip materials and non-breakable packs.

The company is spending £10m on a launch programme for Physio Sport with over three million trial units being sampled at major sporting events, sports retailers, gyms and other toiletry outlets.

Purchasers of three trial sizes of Clean (50ml), Dry aerosol (35ml) and Hydrate (50ml) with a total retail price of \$4 will each receive a free Physio Sport sports shoe bag. In addition a \$4.5m national advertising

campaign is scheduled over a six month period. Promotional expenditure of \$3m will include floor stands, counter units, posters, shelf talkers and consumer leaflets.

Elida Fabergé is confident that the brand will be worth £13m in the UK in 1998, growing to \$300m globally by the year 2000.

Category trade manager Jane Aspinall says: "We believe it will come out on top as the credible sports brand in the toiletries category, and enable our retail partners to offer a new customer service by bringing the excitement of sport to their toiletries fixture. Consumer trade-up to premium prices, increased category penetration and new consumer purchase habits will all be fostered by our new brand."

Elida Fabergé.
Tel: 0181 481 6000.

Vosene shampoo for little monsters



Wella is relaunching its Vosene Junior children's shampoo as Vosene Kids.

To create a fun image, the Vosene Kids pack features a bright pink mischievous monster washing its hair.

The monster is designed to have mass appeal to children and to encourage them to wash their hair themselves.

The product is a mild and gentle shampoo for children aged three to eight years.

Retail price is £1.49 (200ml).

Wella Great Britain.
Tel: 01256 376175.



Charlie steps out in Silver

Revlon is celebrating the 25th year of its Charlie fragrance with the addition of a new variant.

Charlie Silver is a fresh, fruity floral combining natural green notes with a woody, musky base.

Available as EDT and body mist, prices range from £1.99 to £11.95.

Revlon International Corporation.
Tel: 0171 629 7400.

Conditioning boost for Movida hair colour creme

Laboratoires Garnier has reformulated its tone-on-tone Movida conditioning creme colorant.

The ammonia-free formulation has been improved with added

karite (a natural plant-based conditioning agent which contains vitamin F).

The product is formulated to actively enhance the condition of the hair and give long-

lasting colour with no commitment.

Available in 14 shades, it retails at approximately \$4.49.

Laboratoires Garnier.
Tel: 0171 937 5454.

Oh! it's a fresh designer bath line from Aspects

Aspects Beauty Company will be launching a new Oh! de Moschino bath line in July.

The bath range comprises Fresh Bath and

Shower Gel, Effervescent Bath Tablets and Scented Fresh Body Gel.

The products are enriched with the sensuous notes of the Oh!

de Moschino fragrance.

Retail prices range from £15 for shower gel to £24 for bath tablets.

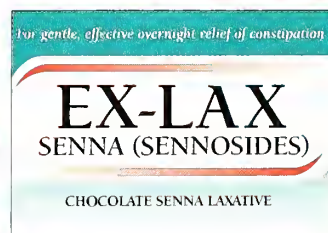
Aspects Beauty Company.
Tel: 01273 400085.

Famous name. New advertising. Greater demand.

Britain's famous chocolate laxative is back with a new formulation and a new national campaign



For the relief of constipation. Further information is available from: Novartis Consumer Health, Wimbleshurst Rd. Horsham, West Sussex RH12 4AB



The new treatment for the terrible twos

NEW

Dehydration and Diarrhoea

New Dioralyte Relief, the first and only rice-based oral rehydration therapy, is now being promoted to GP's and advertised direct to consumers. Clinical evaluation has shown rice ORT to be more effective than traditional glucose-based ORT, in promoting fluid absorption.¹ In addition, recovery time is reduced, as well as the duration of diarrhoea.² Which is a relief all round because a prompt recovery puts an early end to everyone's distress. In-store point-of-sale materials are now available on request, to help you make the most of this new sales opportunity. Prescriptions and requests are building – so stock up. There is after all, no real alternative.



Dioralyte relief

Rice powder, potassium chloride,
sodium chloride, sodium citrate

Diarrhoea relief with rapid rehydration

ABBREVIATED PRESCRIBING INFORMATION Presentation: Sachet containing active ingredients pre-cooked rice powder 6g, sodium citrate EP 580mg, sodium chloride EP 350mg, potassium chloride EP 300mg as powder for reconstitution with water. **Indications:** Oral correction of fluid and electrolyte loss and treatment of watery diarrhoea of various aetiologies including gastro-enteritis in all age groups from 3 months upwards. Particularly recommended in case of too loose or frequent stools where it enables over loose stools to revert to normal. **Administration and Dosage:** Each sachet should be reconstituted in 200ml fresh drinking water. For infants or where drinking water is not available the water should be freshly boiled and cooled. Adults and children over 1 year - One sachet after each loose motion up to 5 sachets per day for 3-4 days, Infants 3 months to 1 year under medical supervision - 150 to 200 ml/kg/24 hours, half the volume to be given during first 8 hours and other half during next 16 hours. Under 3 months not recommended. **Contra-Indications:** Patients with phenylketonuria, intestinal

obstruction, severe renal and hepatic impairment. **Special Warnings and Precautions:** Do not dissolve in a diluent other than water. If diarrhoea persists unrelentingly for longer than 36 hours the patient should be reassessed by the physician. Care in cases of renal and hepatic impairment or where electrolyte balance disturbed. May be used in pregnancy and lactation under medical advice. **Interactions and Undesirable Effects:** None Known. **Basic NHS Price:** 20 sachets £5.63. Retail Selling Price 6 sachets £3.40. **Legal Category P PL 00012/0275. Product Licence Holder and further information** from Rhone Poulenc Rorer, Kings Hill, West Malling, Kent, ME19 4AH. **References:** 1. Pizarro D et al. New Eng J Med 1991; 324:517-521. 2. Wall CR et al. J Gastroenterol and Hepatol 1997; 12:24-28. Date of preparation: March 1998. OTC 20028



RHÔNE-POULENC RORER

£2.5 million TV campaign

From massive World Cup generated brand awareness to a powerful TV campaign, Fujifilm supports summer sales like never before.

1998

If maximising film and camera sales is high on your agenda this summer, Fujifilm has to be the brand to choose. Firstly, our massive 'Official Film' sponsorship of World Cup France '98 means that consumers nationwide will see Fujifilm advertising at every World Cup match. Secondly, we're capitalising on this huge increase in front-of-mind brand awareness with an investment of £2.5 million in a highly innovative TV campaign, reinforcing the emotional power of photography. Set to break on July 6th during News at Ten, this radical new direction is sure to drive business in-store. And with two distinct treatments spanning Fujicolor SUPERIA 35mm colour film and Advanced Photo System NEXIA film as well as FOTONEX cameras, there's every reason to give Fujifilm a special level of prominence for Summer 1998.

CONTACT YOUR FUJIFILM REPRESENTATIVE FOR FULL DETAILS, OR CALL FUJIFILM DIRECT ON 0171 586 5900.



Fujifilm.
For a photographic
memory.



FUJIFILM

Advil dental info

Whitehall Laboratories, maker of Advil, has teamed up with the British Dental Association to produce a dental pain educational booklet for pharmacists and dentists. 'Pain control in dentistry' focuses on pain management, OTC and prescribed medication, and choice of analgesic in pre- and post-dental treatment. Copies can be obtained from sales representatives or by writing to Advil/BDA Pain Control at Whitehall. **Whitehall Laboratories Ltd. Tel: 01628 669011.**

Domperidone OTC?

Following the deregulation of domperidone from POM to P on June 1, Johnson & Johnson MSD has indicated that it plans to market such a product. However, it is unable to give further details until a product licence has been granted by the Medicines Control Agency. **J&J MSD Consumer Pharmaceuticals. Tel: 01494 450778.**

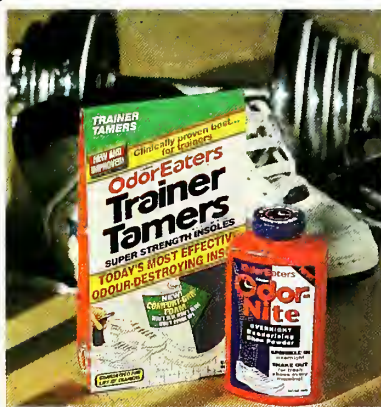
Canesten interactive

Bayer is offering instantly accessible, personalised advice for thrush sufferers through its new interactive Canesten Website (www.canesten.co.uk) and its Canesten Thrush Advice Line (0845 758 5030) which is open 7.30am-11.00pm, seven days a week. Calls are charged at local rates. **Bayer plc. Tel: 01635 563000.**

Odor-night treatment for shoes

Combe International is launching a new overnight treatment for shoe odour in its Odor-Eaters range.

Odor-Nite is a deodorising shoe powder for overnight use to keep footwear dry and odour-free. It is formulated to neutralise foot acids and is anti-bacterial to help prevent athlete's foot.



The product is sprinkled into empty shoes at night and then shaken out in the morning. Retail price is £3.99 (100g).

The launch will be supported by advertising in the national press and women's magazines until the end of August.

Combe International Ltd. Tel: 0181 680 2711.

Wet Ones cleans up with new tissue variants

Jeyes is launching two new variants of its Wet Ones moist tissues this summer.

The new additions are Citrus, a zingy, fruity fragrance, and Ice Cool – to cool the skin after cleansing.

The products are formulated to remove dirt and grime, leaving the skin feeling clean and fresh.

Retail prices range from \$0.99 for 20 wipes to \$2.49 for 70.

The Wet Ones Original

wipe is also being relaunched with new packaging and logo.

The brand will be supported by a new print advertising campaign starting this month.

Jeyes UK Ltd. Tel: 01842 754567.

Summer boost for Agfa films

Agfa-Gevaert has launched a new film promotion to coincide with the busy summer photography season.

An Agfa HDC Plus film is being offered free with every 200 and 400 films purchased, for both 24 and 36 exposures.

The promotion is being supported with PoS material including a 3-D mobile.

The film packs are available in compact counter dispensers.

Agfa-Gevaert Ltd. Tel: 0181 231 4903.

Simple way to smoother skin

Biro Bic is launching a free gift promotion in conjunction with Smith & Nephew on its Lady Shaver packs from mid-June.

A free 50ml trial size tube of Simple Moisturising Shower Cream is being given away with special packs of two pouches of five Lady Shavers.

The packs are identified by a bold flash on the front of the pack featuring a picture of the shower cream sample.

The promotion follows on from the success of a similar promotion with Simple last summer.

Biro Bic Ltd. Tel: 0181 965 4060.

Grapefruit adds zest to the Sula range of sugar-free sweets

Food Brokers is introducing a new flavour in its Sula range of sugar-free sweets.

The new Pink Grapefruit variety is being launched alongside Blackcurrant, Forest Fruits and Orange & Lemon flavours.

Containing the natural sweetener Sorbitol, the sweets come in 60g bags (rsp around \$0.67) and handy flip-top 50g cartons (rsp \$0.55).

Sula products feature the Molar Man 'kind to teeth' quality logo which is endorsed by the British Dental Association.

A \$1 million

support programme for the brand this year includes regular bursts of TV advertising, consumer magazine promotions and a national roadshow. **Food Brokers Ltd. Tel: 01705 222500.**



Body builder

Fenjal Beauty Spa body care treatments are being supported with a £200,000 summer marketing campaign to coincide with the holiday season. Advertising in national newspapers will be aimed at women between the ages of 30 and 54.

Food Brokers. Tel: 01705 222500.

In the buff

Revlon's summer '98 colour collection will feature skintones and neutrals with just a flash of pearl for that sunkissed glow. Available from July 8, there are products for lips, nails and eyes.

Revlon International Corp. Tel: 0171 629 7400.

In black and white

Konica's new Monochrome VX400 film uses technology that allows both black and white and sepia images to be printed on colour paper at any photofinishing lab in the same time as normal colour printing services.

Konica UK. Tel: 0181 751 6121.

Digital service

Kodak is introducing a promotion to encourage trial of its Picture Disk. For an extra £2, customers requesting Kodak Photo Service Plus or Kodak Advanced Photo processing can have their photos put on a Kodak Picture Disk from July to September.

Kodak Ltd. Tel: 01442 845285.

Summer TV campaign

Fujifilm is investing £2.5 million in a TV campaign from July 6 until August for its Fujicolor Superia colour negative film, Fujicolor Nexia APS film and the Fotonex range of APS cameras.

Fuji Photo Film (UK) Ltd. Tel: 0171 586 5900.

Colour campaign

Alberto-Culver is supporting its V05 Select Colour with a £1.6 million TV and women's press advertising campaign this summer.

Alberto-Culver Co UK Ltd. Tel: 01256 705000.

ON TV NEXT WEEK

Bazuka: GTV, U, STV, A, HTV, M, Sat

Canderel: C, LWT, CAR

Daktarin: All areas except GTV, U, STV, CTV, GMTV

Gaviscon Advance: All areas

Listerine antiseptic mouthwash: GTV, STV, G, A, M, ITV

Milupa Babyfoods: C4, Sat

Slim Fast: All areas

Wella Shock Waves: Sat

A Anglia, B Border, C Central, C4 Channel 4, C5 Channel 5, CAR Carlton, CTV Channel Islands, G Granada, GMTV Breakfast Television, GTV Grampian, HTV Wales & West, LWT London Weekend, M Meridian, Sat Satellite, STV Scotland (central), TSW TV South West, TT Tyne Tees, U Ulster, W Westcountry, Y Yorkshire

No sweat

Hyperhidrosis is a year-round problem and should not be confused with normal excessive sweating, says general practitioner **Dr Sarah Brewer**

Excess sweating is common during the height of summer when as many as one in two people claim to suffer from problem perspiration. This is a normal physiological response to increased ambient temperature and is usually compounded by excess weight. But for the estimated one in 100 adults who suffer from hyperhidrosis, sweating is a year-round problem.

What is it?

Hyperhidrosis is a clinical condition in which excessive sweating occurs. The term comes from the Greek, *hyper hydor*, meaning too much water. It seems to occur when the metabolic thermostat is set too high, leading to overactivity of the nerve endings that regulate sweat gland function. Normally, sweating occurs as a response to overheating, either through environmental temperature or exercise.

As sweat evaporates from the body, it takes heat energy away from the skin to cool the body down. In hyperhidrosis, the nervous system responds as if the body is hot throughout the day, and sweating becomes continuous. Symptoms are usually localised to the armpits, groin, palms, soles of the feet or forehead, but may affect all areas where sweat glands are found.

Problem perspiration may be more prevalent than is commonly believed. In a recent Gallup poll of 1,069 women*:

- 45 per cent admitted to suffering excessive perspiration
- 22 per cent were embarrassed by their condition
- 21 per cent found their problem severe enough to change clothes due to wetness
- 66 per cent still experienced wetness after using a regular antiperspirant.

Symptoms

Symptoms depend on the parts of the body affected, and include feeling hot and uncomfortable, visible perspiration on the brow and in the hair, embarrassing wetness under the arms or in the groin and sticky, uncomfortable skin flexures. Wet clothes frequently lead to soreness due to chaffing and increase the risk of a

fungal skin infection – especially in skin folds (under the breasts, in the groin) and on the feet.

Body odour often accompanies hyperhidrosis. This is due to normal skin bacteria breaking down fatty chemicals secreted by apocrine sweat glands and can also occur in normal sweating.

Prickly heat

Excessive sweating is linked with prickly heat rash, especially in the overweight. This is a common and irritating condition that affects areas where sweat accumulates, such as the chest, waist, back, armpits and groin. Its medical name, *miliaria rubra*, means red millet seeds and describes the appearance of multiple tiny, inflamed, itchy spots. It is accompanied by irritating prickling sensations due to over-stimulation of nerve endings. Sometimes salt crystals form in the sweat gland ducts and small fluid-filled blisters appear (*miliaria crystallina*).

The exact cause of prickly heat is unknown, but it occurs when unevaporated sweat builds up on the skin – often in hot, humid conditions – so the skin becomes soggy and sweat glands blocked. Sweat is then thought to leak from the glands into surrounding tissues, triggering inflammation. Some people find antihistamine tablets or cream helpful, while a cream or lotion containing anti-itch treatments such as crotamiton or calamine may bring relief.

Sometimes heat rash is complicated by fungal skin infections, in which case an antifungal cream (eg 1% clotrimazole) is needed.

Psychological effects

Apart from feeling constantly hot, sticky and sometimes itchy, people with hyperhidrosis live in fear of visible damp patches, stained clothes and unpleasant odours.

Wet palms make shaking hands embarrassing and also make it difficult to handle paper.

Even though the sufferer may be hot and uncomfortable, jackets and cardigans are usually left on because of the spreading wet patch staining their shirt/blouse under the armpit, across the chest and down the back. This makes sweating worse, as does worrying about the problem.



Treatment

One of the most effective treatments is a 20% solution of aluminium chloride hexahydrate. This is applied to clean, dry skin at night, when sweat glands are inactive, and washed off the next morning. As sweating comes under control, applications can be reduced to once or twice a week.

Aluminium chloride hexahydrate is thought to work by forming a gel matrix within each sweat gland which reduces secretion. Most users find they stay cool and dry during the day after only a few weeks' use. A deodorant may be used during the day for freshness, but there is no need to use an antiperspirant as well.

An absorbent dusting powder is useful for the feet and for keeping skin flexures dry. It can stop unpleasant sticky sensations, reduce rubbing and help prevent soreness and fungal infections. Women should be advised not to use dusting powders between the legs as there is a possible link with ovarian cancer.

In resistant cases, iontophoresis may be tried. This is an electrical current therapy in which hands or feet are bathed in a solution containing glycopyrronium bromide, a drug that blocks the action of the sympathetic nervous system. In severe cases, a

nerve root block may be performed to reduce sweating, or surgery used to cut the nerves involved (sympathectomy).

Freshness tips for sufferers

- Wear loose, cotton clothes rather than man-made fibres.
- Avoid tight clothes that pinch at the waist or bunch up at elbows or knees.
- Carry a change of clothes if necessary for instant freshness during the day.
- Wash, shower or bathe at least once a day and after exercise.
- Wash under the arms and in the groin throughout the day if necessary – this is easier if you carry a washkit (flannels, soap, talcum, towel).
- Dry skin thoroughly after washing and dust with talcum or anti-fungal powder.
- Wear open toed shoes/sandals whenever possible. Avoid wearing nylon trainers for any length of time; dusting inside shoes with antifungal powder/spray will help to prevent them becoming offensive.
- Use a pumice stone or foot file to remove build-ups of hard skin on the soles of your feet; clean under toenails regularly to help to prevent odour.
- Lose excess weight.

* Gallup Survey on behalf of Stiefel, June 1994

Big ball is big news

Antiperspirant deodorant manufacturers have suddenly realised that big ball applicators are big business

It seems that all roll-on manufacturers are trading up to big balls. After all, they are more suited to the contours of the arm, easier to apply and require fewer application strokes than small ball roll-ons. It is a simple innovation that is likely to make all the difference to market dynamics.

Soft & Gentle has gone one step further. As well as being the latest to go down the 'big ball' route, the brand has taken on TV and radio personality Zoe Ball to launch the Soft & Gentle Music Search promotion. Wanabees keen to fill the place of Ginger Spice or simply to follow in the footsteps of Louise will have the chance to send in demo tapes of original work or a cover song.

The promotion is being run in conjunction with EMI and the winner will have the chance to record their song at the Abbey Road studios in London. The track will be released on CD and will feature three other tracks from well-known artists. The CD will then be used as part of the brand's promotional activity.

The search is being publicised by *Sugar* magazine, local radio stations and national newspapers reaching a combined audience of 3-4 million people.

"Music is the perfect vehicle to reach Soft & Gentle's target audience of 16-24-year-olds and following last year's sponsorship of the Louise Soft & Gentle 'No Sweat' tour, the brand now has important links with the industry," explains Nicola Keeble, commercial category manager



Zoe Ball is to launch the Soft & Gentle Music Search promotion

for body care at Colgate-Palmolive.

Other activity for Soft & Gentle includes the new 'invisible dry' formulation of the spray and the redesign of the Smooth Solid stick with rounded 'comfort top' for ease of application, and a taller pack for increased shelf impact. The 'Girl talk' television adverts will break in June/July.

Right on

Right Guard and Natrel Plus are also benefiting from big ball technology. The new size applicator, which was preferred by 53 per cent of their consumers, will be replacing all existing roll-ons and will be available in reduced outer packs of six.

Another innovation for Natrel Plus is the introduction of the Silken Solid (replacing solid antiperspirant) range which contains natural silk for a smoother application.

Natrel Plus now comes in a new Oshia fragrance with fresh, ozonic notes to appeal to women aged 16-24. Right Guard has also extended its range to include two new fragrances: Xtreme and Topaz. Xtreme contains woody/amber notes and is aimed at men while Topaz has a light, fresh fragrance for women.

To support the launches, Gillette is investing \$7m this

Merchandising tips

Colgate-Palmolive national field sales manager Rod Hill has a few hints for taking a bigger share of the antiperspirant market. "Block deodorants by brand. This makes it easier for consumers to decide what to buy". Another tip is to bear in mind current support and advertising. "Distress purchases are driven by what is 'on top of mind'. In independent pharmacy you need to maximise the opportunity of impulse." With the summer being peak time for sales, deodorant manufacturers tend to concentrate their advertising and other marketing activities in those months, so it is important to be prepared.

summer on advertising and marketing activities. This includes press advertising and in-store activities for the Oshia Natrel Plus and TV advertising featuring Des Lynam for Right Guard.

Zen and now

Elida Fabergé looked to the East for inspiration for its latest Impulse fragrance. Zen, launched in February, contains cucumber notes combined with floral, woody and musky themes and brings the number of Impulse variants to eight. The \$5.3m allocated for Impulse this year will go on TV and bus advertising, scented postcards and ad shells featuring music and fragrance.

Elida Fabergé believes there is great potential to push women's usage of bodysprays. The launch of Impulse Spice last year increased penetration in the 11-16 age user group to 19 per cent for Impulse.

In its 1998 Personal Care Fact File, the company acknowledges that female body sprays are under pressure from fine fragrances which consumers perceive as being increasingly accessible. To keep ahead of this trend, body spray suppliers will need to ensure fragrances remain relevant and modern. Another tip on maximising opportunities and sales is siting body sprays next to deodorants rather than in the fragrance area.

Another untapped niche is skin-friendly deodorants. With as many as 41 per cent of women and a quarter of men suffering from under arm irritation, Elida Fabergé believes the skin friendly deodorant market has a lot of potential, particularly as people are prepared to pay for such added value products.

Vaseline Intensive Care has filled that criteria but until now

Deodorants

	52 W/E 03 May 98	52 W/E 04 May 97
Exp £000s	366,888	344,184
000s units	226,528	220,763

Top five deodorant brands value

	52 W/E 03 May 98
Lynx	1
Sure	2
Rightguard	3
Soft & Gentle	4
Natrel Plus	5

Private label accounts for 31% of total market

Continued on P20 ➤

◀ Continued from P19

that message has not been clearly communicated to consumers. In response, Vaseline Intensive Care updated its packaging this spring with emphasis on variant differentiation. Female aerosols have also been reformulated for a 'dry and soft' spray.

The brand is being supported by a \$4.2m campaign which includes sponsorship of the GMTV weather slot and a summer advertising blitz on the London Underground.

Other activities this year include the addition of Sport for Men in the Sure for Men range, which is being supported by a \$4m marketing campaign including TV advertising, a football roadshow and sampling. Also, the women's Sure range has gained a new Cotton Fresh variant, backed by a \$2.5m media package.

Driclor helpline

Stiefel will continue to run the 'Excessive Perspiration Helpline' for Driclor in 1998. The company is also providing an extensive range of PoS for pharmacy including patient information leaflets.

In a new survey commissioned by Stiefel, only 45 per cent of those suffering excessive perspiration were satisfied with conventional antiperspirants. Nearly a quarter said they needed to re-apply the antiperspirant three or four times a day.

Pick'n'mix

With so much choice and such high reliability, women have turned to a pick 'n' mix approach to sanitary protection

It used to be that women fell into two categories when it came to sanitary protection. Those who reached out for the nearest tampon and wanted to simply forget about the monthly 'curse' and those who strapped themselves to a hefty towel, drawing comfort and reassurance from its bulk and cushioning effect.

Things have changed. Technology has become so advanced that reliability and security of towels and tampons are taken for granted and women are turning to issues of comfort and safety. This has led to women experimenting and switching between tampons, towels and pantyliners to suit their needs, says Kristina Nordsten, senior brand manager for Bodyform at Sancella.

"Education, innovation and concern over toxic shock syndrome has meant a pick 'n' mix approach. Tampon users are also using towels and pantyliners but

there is a clear move to towels."

The latest data from AGB Taylor Nelson demonstrates this trend: last summer 60 per cent of women were using tampons and 69 per cent were using towels compared with 65 per cent using tampons and 60 per cent using towels five years ago.

To push Bodyform further this year, Sancella has introduced rounder, body-contoured edges to all towels and extended the groove format of its standard towels to the Invisible (ultra-thin) towels. The packaging has been updated to make it easier to identify the different variants.

A \$2.5 million TV advertising campaign is planned for the second half of this year, bringing the total spend on the brand to \$4m. A \$2m door drop campaign is

planned for August.

The campaign for Ultra pantyliners, relaunched in March, is more radical, featuring semi-naked men and suggestive slogans.

"We have listened to consumers and worked hard to deliver the products and brand benefits in a fresh and unconventional way, which puts women firmly in control. The radical change in Bodyform's advertising style makes these messages not only relevant but highly impactful, entertaining and newsworthy," Ms Nordsten explains.

Close comfort

Procter & Gamble also recognised the consumer demand for comfort when it launched Tampax Satin, the smooth-finished, round-tipped tampon applicator, in March last year. Within three months Tampax Satin achieved a 3 per cent share of the tampon market and in 18 months it exceeded the 5 per cent market share predicted within 4 years.

The latest market research by Procter & Gamble, maker of Always and Alldays, has now shed light on consumer purchasing habits. It found that only half of consumers buy sanpro products from their usual grocery store. So retailers who have improved the

Sanitary protection: Tampons

	52 W/E 03 May 98	52 W/E 04 May 97
Exp £000s	96,266	95,025
Vol 000s units	915,243	918,273

Top five brands value

	52 W/E 03 May 98
Tampax Tampons	1
Lil-lets	2
Tampax Satin Tampons	3
Lil-lets Tampons with applicator	4
Tampets	5

Private label accounts for 18% of the market



Kimberly-Clark is promoting its new technology Kotex towels

Be particular about what goes in your Knickers

New Bodyform Ultra Pantyliners

Now particularly absorbent. Particularly comfortable. Particularly discreet.

To push Bodyform further, Sancella has introduced rounder, body-contoured edges to all towels

clarity of the range, maximised volume from the limited space available and improved on-shelf layout over the past two years are achieving the highest ratings.

Putting these findings into practice means pharmacy can start maximising sales in this market and recoup some of the business lost to grocery. Providing consumers with a wide choice increases loyalty and brings other business into the pharmacy.

Kotex support

Kimberly-Clark has also come up with some merchandising suggestions for pharmacy which aim to give maximum choice to women and make self-selection easy.

These suggestions include blocking by brands and by prod-

Continued on P24 ▶

IF YOU WANTED TO SHIFT BOTTLES...



...YOU COULD HAVE BEEN A MILKMAN!

A revolution in pharmacy is about to happen.

Towels

	52 W/E 03 May 98	52 W/E 04 May 97
Exp £000s	144,340	135,347
Vol 000s Units	1,355,299	1,355,380

Top five brands value

	52 W/E 03 May 98
Always Ultra Towels	1
Bodyform Invisible Ultra	2
Always Towels	3
Kotex Nighttime	4
Kotex Ultra Thin+Wing	5

Private label accounts for 14% of the market

Pant liners

	52 W/E 03 May 98	52 W/E 04 May 97
Exp £000s	40,905	34,962
Vol 000s Units	905,731	842,010

Top five brands value

	52 W/E 03 May 98
Allday	1
Carefree	2
Bodyform	3
Kotex Brevia	4
Interlude	5

Private label accounts for 16% of the market

Continued from P20

uct to maximise visual impact; creating distinct categories eg towels, liners, tampons; and providing a full range of products eg range of thickness, applicator and non-applicator tampons etc.

The company will also be putting its weight behind the new technology Kotex towels launched last year. Its \$13m marketing and promotional package will include a TV campaign, sampling, women's press advertising

and PoS. Kotex Brevia is being supported by a \$2m package which includes press advertising, in-store support and sampling.

Back to nature

Bodywise with its emphasis on natural sanitary protection, earned itself the Soil Association Certification in February for its Natracare 100 per cent organic cotton applicator tampons.

It believes the interest in all things organic may extend to personal health and feminine hygiene.



In the past year, Tampax was the best-selling tampon brand



Procter & Gamble, manufacturer of Always, found that only half of consumers buy sanpro products from their usual grocery store

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Council's reclassification case

The Royal Pharmaceutical Society is to make a case for maintaining P medicines.

Council agreed at last week's meeting to raise three points on policy for reclassifying medicines from pharmacy sale to general sale list with the health minister. Firstly, pharmacies are open for much longer than when the Medicines Act 1968 came into force and most people have ready access to a pharmacy. So any widening of the medicines distribution network would be a matter of convenience rather than need.

Second, the Government is encouraging patients to use pharmacies before seeing a GP. Reclassifying medicines from P to GSL would take patients out of pharmacies; then they might not self-medicate effectively and could end up having to see the doctor or taking treatment that was better avoided.

Finally, if professional help was not available, patients might buy GSL products for conditions that were unsuitable for treatment with OTC medicines.

Regarding the specific proposals in the consultation document MLX240, the Society is to object to the proposal to make potassium chloride GSL, on the grounds of its abuse potential. While welcoming the proposed reclassification of phenolphthalein as POM, Council was anxious to know how the Medicines Control Agency proposed to recover stocks from non-pharmacy outlets.

Concern on patient packs The Society is to write to the Health Secretary expressing grave concern about the dilemma pharmacists will face at the end of the year if no further action is taken to progress the patient pack initiative. Pharmacists would be in the untenable position of having to infringe either Medicines Act

legislation or European law when dispensing prescriptions for quantities other than patient pack sizes.

Emergency insulin When insulin becomes POM, the Society will take no formal action against pharmacists who use their professional judgement in making emergency supplies that have to exceed five days. Council originally objected to the reclassification, on the grounds that pharmacists could control sales adequately, but the health minister ignored this. As a result there is a serious anomaly in that the five days maximum allowed in

autumn. There are plans to hand over the PIANA co-ordinating group's functions to the secretary and registrar, who would be supported by the policy unit and other staff. A project team will be drawn from various parts of the Society's organisation, including the professional development, public affairs and professional standards directorates. The co-ordinating group will hold its final meeting in July to review the hand over plan.

Prescribing by pharmacists A group will be set up to refine the Society's views on prescribing by pharmacists, before publication of the Crown report this autumn.

Health promotion A report reviewing the role of pharmacists in health promotion is being considered this month by the Society and the DoH.

Management of long-term conditions Council agreed to consider a document proposing that resources be made available to set up working groups to examine the pharmacist's role in long-term care. The Practice Committee thought the Society should consider urgently the 'Building the future' strategy on management of long-term conditions, so that practice advice could be made available to pharmacists as soon as possible.

ADR reporting The Society and MCA are to review the adverse drug reaction reporting scheme for pharmacists. It is hoped the scheme can be extended to all UK community pharmacies.

Confidentiality The Law and Ethics Policy Committee agreed that, in community pharmacy, the guardianship of confidential patient information should be the responsibility of the pharmacist owner or a pharmacist employee who is the superintendent pharmacist or manager. The Caldicott review has recommended that guardians of patient information

should be created to safeguard the use of confidential information in NHS organisations.

Vitamin B6 A reply to the Ministry of Agriculture on proposals to restrict the amount of vitamin B6 in food supplements will suggest that it would be better for doses greater than 10mg to be taken only in the form of licensed medicines from pharmacies.

Hospital recruitment Hospital pharmacy is now officially recognised by the Overseas Labour Service as a shortage area, which simplifies the process of employers applying for work permits for suitably qualified pharmacists who are not EC nationals.

NHS Net Pharmacy organisations are meeting the DoH this month to pursue pharmacists' connection to the NHS Net.

Pharmacists will face a grave dilemma at the end of the year

the emergency supply regulations would, in most cases, prevent pharmacists giving insulin because there is more than this in a complete vial. Although there are exemptions for oral contraceptives, inhalers and creams, there is none for insulin.

The MCA has acknowledged the need to amend the regulations but, although insulin becomes POM on August 13, the next POM Order in which the change could be made is not due until autumn.

The Society has agreed that the inspectors will not submit formal reports where pharmacists have been obliged to make more than five days' supply. Guidelines will be issued.

New Age progress A short PIANA document, similar to 'Building the future', will be distributed to pharmacists this

Draft European EDI standards tabled

A proposed European standard for the passage of electronic information between computer systems used by doctors, pharmacists and others dispensing or administering medicines was unveiled this week at a workshop at the Royal Pharmaceutical Society.

Drawn up under the auspices of the European Committee for Standardisation (CEN), a first draft of the standard, 'Messages for the Exchange of Information on Medicine Prescriptions (PRESMES)', is now being circulated for comment.

Whether the DoH or its agencies, such as the Prescription Pricing Authority, will sign up to the conventions proposed is at present unclear.

The UK representative on CEN TC251/PT1-031 is Dr Hopkin Maddock. Copies of the draft are available on request by e-mailing jth@post3.tele.dk.

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most in pharmacy?

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Full liners to launch transfer order discount

Full line wholesalers are to introduce a system of transfer order discounts for pharmacists to fight the pharmaceutical 'grey market'.

Tony Garlick, chairman of the BAPW's manufacturers' liaison committee, says pharmaceutical manufacturers will finance the discounts. Most suppliers, he adds, will be involved in the system, which will be introduced within six months.

The so-called 'grey market' is a sore point for full line wholesalers, particularly because it is a growing aspect of short line wholesalers' trade.

Jeff Harris, Unichem's chairman and outgoing chairman of the BAPW, says full line wholesalers are "very concerned" at the extent of short liners' grey market activity. Manufacturers are fuelling this grey market expansion by offering many major prescription medicines at

extremely high discounts which, according to Mr Harris, are not offered to full line wholesalers. "These are not parallel imports – this is irresponsible dumping of volume on the UK market by manufacturers' sales teams," he says.

Discount rates on this "dumping" range from 13 per cent to "absurd levels" of 50 per cent, compared with the prices offered to full line wholesalers. The problem is compounded by the volume of brands involved and by the range of products, which are not limited to products facing PI or generic competition.

"Profitable fast moving lines are being cherry picked [because of the grey market], leaving only the unprofitable tail to be delivered on the full line service," he says.

Short liners' trade has grown fast over the past year and now accounts for more than 10 per



Jeff Harris, outgoing BAPW chairman

cent of the UK wholesaling market, he adds. "This equates to some \$450m of purchases being 'top sliced' from the core of full line wholesalers' businesses."

Full line wholesalers have been forced to operate in the grey market to protect their core businesses.

A new year brings fresh challenges. While wholesalers have been relatively free from out-of-stock shortages, they have had to cope with rising parallel import sales and a growing grey market. **Guy L'Aimable** reports from the British Association of Pharmaceutical Wholesalers' annual conference in Chepstow

ABPI fears Year 2000 stockpiling

The pharmaceutical industry is concerned that pharmacies and wholesalers may gather stocks of products – leading up to 2000 – so that they will not be caught short if their computers develop problems from the 'millennium bug'.

Mike Watts, BAPW's director, says the Association of the British Pharmaceutical Industry is worried by this potential stock loading. The BAPW is working with the NHS to deal with the year 2000 compliance problem.

Don Mulholland, chairman of Graham Tatford, a Portsmouth-based wholesaler, says the potential problem of compliance will not be resolved properly because the Government is not investing extra money to deal with it.

Parallel import sales to reach £350m

Sales of parallel imports (PIs) have grown fast and are expected to be worth \$350 million this year, reports IMS, the market researcher.

Alan Johnson, IMS' strategic information services director, says PI sales have been bolstered over the past few years by the strong pound, which has made pharmaceuticals manufactured in Europe relatively cheap for pharmacies and wholesalers.

PI sales during the first quarter were worth \$16.5m (IMS' estimates refer to 80-85 per cent of the PI market because it cannot keep track of all drugs imported into the UK). Mr Johnson says the sales may yet slow down because the pound has grown weaker over the past few months.

The UK's top five PI pharmaceuticals are Losec, Prozac,

Zocor, Glaxo Wellcome's Serevent and Smithkline Beecham's Seroxat. These brands account for 40 per cent of the PI market's sales – the market's top 20 brands account for 75 per cent of its sales.

Some manufacturers, says Mr Johnson, are retaliating by cutting their prices. Astra is a prime example. It reduced Losec's price by 15 per cent in March.

Jeff Harris, Unichem's chairman, admits the difference in approach between UK wholesalers and pharmacies over PIs is irreconcilable. Pharmacies, he says, are driving demand for such products. Wholesalers have a very low share of the PI market in the UK.

"We'll continue to trade in them because there's nothing we can do to stop it. I'd hoped to see a change in emphasis in Brussels

on PIs, but I'm afraid that hope has been pie in the sky," says Mr Harris.

Don Mulholland, chairman of Graham Tatford, says the growing PI market is the fault of other EU member states because their desire to control their own health care budgets precludes them from backing a pan European move on PIs.

John D'Arcy, director of the National Pharmaceutical Association, says not every pharmacist buys PIs. Some pharmacists stick to UK-based pharmaceuticals since they believe their customers benefit far more from receiving products whose packaging is written in English, and whose quality is guaranteed. "If you want a unified Europe, let's have a unified pack [design] around Europe," says Mr D'Arcy.



Mike Watts, director of the BAPW

Proposed IMS/Source Informatics merger worries BAPW

The BAPW is concerned about IMS' proposed merger with Source Informatics, partly because the deal would leave wholesalers with all their information software "eggs in one basket".

IMS has worked with the

BAPW for about ten years and has developed close relations with the association. The BAPW also has a good working relationship with Source, mostly stemming from the WSDS system that Source set up.

The BAPW says it wants cast-

iron reassurances from IMS that wholesalers' future incomes will not be affected by the proposed merger. While BAPW values its relationship with IMS "...the new aggressive policy coming from America is a matter of considerable concern to many peo-

ple throughout the industry," it says.

A number of organisations, not including the BAPW, are believed to have raised the proposed merger with the Office of Fair Trading and with similar authorities in Europe and the US.

Plastic container revolution

Re-usable plastic containers are expected to account for 40 per cent of wholesalers' deliveries within a few years, according to Healthcare Logistics (HL).

Its plastic containers currently account for less than 5 per cent of wholesalers' deliveries. HL is the only company that provides these alternatives to traditional cardboard boxes in the UK pharmaceutical market. The containers were developed in response to the Producer Responsibility Obligations Packaging Waste Regulations, introduced in 1987 to encourage companies to find more environmentally-friendly packaging.

The company has been running a trial on its plastic container scheme for six months and is ready to make it a permanent feature, involving as many manufacturers as possible.

HL provides a 'pool' of containers to manufacturers involved. When a container has been used by a manufacturer and wholesaler, it is sent back to HL which cleans and inspects it before sending it back into the pool.

The scheme originally started with Pfizer and Schering and, over the months, has attracted Pharmacia & Upjohn, CP Phar-

maceuticals, Cox Pharmaceuticals, Eli Lilly and Leo Pharmaceuticals.

Smithkline Beecham has its own 'collapsible' containers, although HL hopes to persuade it to join the scheme. Glaxo Wellcome says the scheme appears too costly. It exports 90 per cent of its products, so it would need the containers for only a tiny proportion of its output. However,



HL's Andrew Firth

GW is still keeping an eye on the scheme's developments.

Andrew Firth, HL's commercial director, says the scheme is financed by manufacturers. It costs them the equivalent of \$0.91 for each container trip, although he says they save about \$0.73 per container trip by not having to buy and dispose of cardboard boxes. The containers replace cardboard boxes used for dispatching mixed orders only – they are not meant to replace full cardboard outers.

Manufacturers' benefits, he says, include a 15 per cent cut in packing time, reduced product damages, lower raw material stocks, because they do not have to buy all their cardboard containers in bulk, and the maintenance of health and safety standards.

The environmental benefits include less waste and a contribution to reducing vehicle emissions (vehicles need to make fewer journeys).

EU cash pile up for grabs

Wholesalers and pharmacy representatives should look into applying for EU grants which are annually worth ECU3,000m.

Don Mulholland, chairman of Graham Tatford, says Eire and other EU countries take full advantage of the grant system. EU funds are offered to schemes involving research, technology and development work.

Mr Mulholland admits the system is complex. The EU, for example, has 24 Directorates responsible for a host of areas ranging from energy to consumer affairs. Each Directorate determines which projects will receive funds under its field.

Only one Directorate project currently involves a pharmaceutical wholesaler – Otto Geilenkirchen, based in Aachen,



Don Mulholland

Germany. But Mr Mulholland says some European wholesalers would be willing to collaborate with their UK counterparts to apply for funds [Directorates will only look at proposals involving at least three partners from different European states].

'Government must supervise patient pack roll-out'

The BAPW has urged the Government to co-ordinate the roll-out of patient packs if it wants to avoid a "shambles".

Jeff Harris, BAPW's outgoing chairman, says: "An important step such as this must be Government driven."

One delegate told C&D the pharmaceutical industry is still confused about how to dispense leaflets for non-patient pack medicines. Under law, apparently, a supplier need enclose only one leaflet for a bulk pack of generics – even if this pack contains 1,000 tablets. No one has yet resolved who is going to give the pharmacists leaflets for the remaining tablets. And no one has devised a system to help pharmacists cope with new leaflets, which replace older versions supplied earlier.

The BAPW says manufacturers could help wholesalers by adopting the following patient pack design points:

- uniform design for the packs
- colour coding scheme on all packs, which would help them to stand out in wholesalers' warehouses and pharmacists' shelves
- a PL licence number at one end of a carton and other product details at the other end. Print the product details in black because they would be easier to read
- products' details to be on the same positions in all cartons
- leave a space on the pack to enable pharmacists to attach a label without covering any other information on the pack
- introduce tamper evident seals on the packs – wholesalers would not have to waste time checking packs returned by pharmacists [Glaxo Wellcome already have such seals on their packs].

BAPW says the industry and the Government should listen to the views of the BAPW, National Pharmaceutical Association and the BMA, to help them to run patient packs smoothly.



Jeff Harris, Unichem's chairman, hands over the BAPW's chairmanship to Alexander Young, L Rowland's chairman

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Complicated crime scene

Pharmacies report few burglaries on a national level, but a detailed breakdown reveals wide variations in the level of crime experienced depending on an outlet's size and geographic location. **Guy L'Aimable** reports

Pharmacists appear relatively safe from break-ins, reports *C&D's* business trends survey. Seventy-five per cent of the panel claim they have not had a break-in, or attempted break-in, in the past year. Twenty per cent have had one or two break-ins.

Broadly, the survey appears to contradict the British Retail Consortium's latest crime report, which states that there were 54 burglaries per 100 pharmacies in 1996/97 – double the previous year's figure.

Delve a little deeper into *C&D's* figures, however, and wide variations appear. Independents appear to be the safest group – 81 per cent say they have not had a break-in in the past year. Nearly one-third of multiples, in contrast, have had one or two.

Larger pharmacies (annual turnover exceeding £1m) seem the main target. Thirty-one per cent had experienced one or two break-ins.

Location is another factor. By far the worst affected pharmacies are in north-west England, where 43 per cent of respondents had one or two break-ins. South-east England/East Anglia appears a relatively safe haven – only 6 per cent of respondents there have been burgled once or twice – as does Scotland, where the figure is 8 per cent.

It is debatable how far burglar alarms deter criminals. For example, 91 per cent of respondents in north-west England have a burglar alarm, and 89 per cent of all respondents have one.

Security consultants could argue that pharmacies need to spend more on other security devices, as these outlets lose more than \$43m a year through crime.

Sixty-six per cent of respondents have security mirrors, but only 43 per cent have closed circuit television; 47 per cent have security cabinets, 51 per cent a shop safe, 43 per cent a shop grille, 9 per cent have counter caches and 1 per cent have snatch guards.

Some pharmacies are taking a positive approach. A quarter of independents in the panel will be spending more on shop security this year than last, rising to 34 per cent of multiples and 36 per

cent of outlets whose annual turnover is below \$350,000.

Sixty per cent of all outlets will spend the same amount this year and 11 per cent will spend less.

Only 13 per cent of pharmacies in north-west England will be spending more. In fairness, they already have more security devices than the national pharmacy average, according to *C&D's* survey.

Overall pharmacy sales (excluding NHS prescriptions) appear fairly good. Forty per cent of the panel report higher sales, while 19 per cent saw a drop. Just over a third expect higher sales in the next quarter.

The best performers were largish outlets (turnover of \$500,000-999,000), half of whom increased their sales. By far the most lucrative region was south-west England, where 71 per cent of pharmacies saw sales grow.

NHS prescriptions continue their upward surge. Sixty-one per cent of the panel increased

their sales; only 9 per cent report a drop. Independents fared better than multiples: 64 per cent increased their prescriptions, compared with 57 per cent of multiples.

On the product side, OTCs remain star performers. Just over half of respondents say OTC sales during the quarter were higher than for the same period last year. Only 13 per cent report a fall. Smallest outlets had the best performance – 61 per cent report an increase.

OTC sales were particularly good for pharmacies in south-west England, 90 per cent of whom say their sales grew.

Forty-three per cent of all respondents expect higher sales in the next quarter, while 42 per cent expect no change.

Analgesics also performed well. Forty-eight per cent of the panel say their sales grew and 37 per cent report no change. Just over one-third expect higher sales next quarter.

Chemist & Druggist
Quarterly Business Trends
in association with

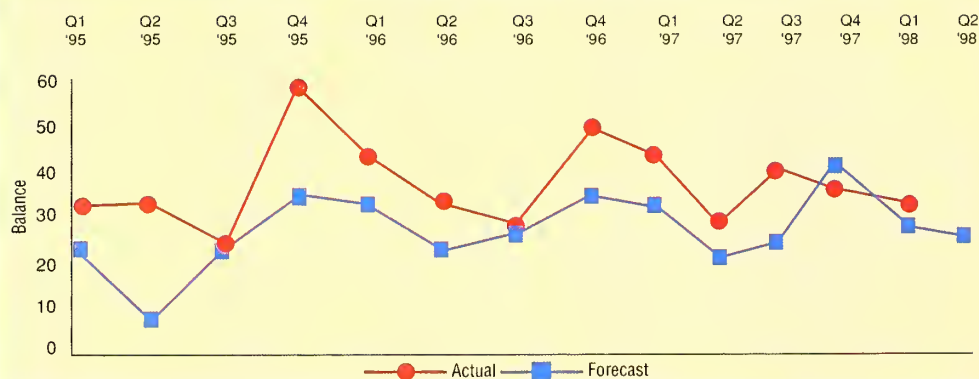


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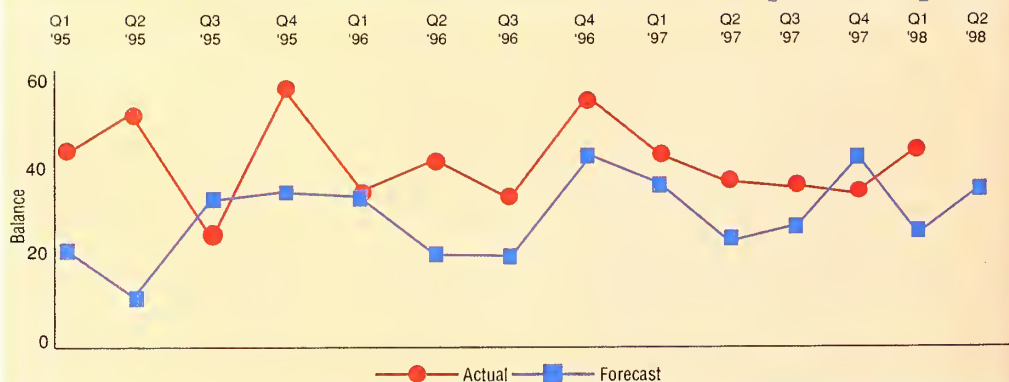
Smaller outlets lead the field in this category too – 55 per cent increased their analgesic sales. Pharmacies in south-west England led again, with 71 per cent reporting higher sales.

Most other categories had a relatively steady quarter. A third of respondents increased their sales of stomach upset/indigestion remedies, while 11 per cent saw sales fall. Sixty per cent expect sales to remain unchanged during the next quarter while 25 per cent believe they will rise.

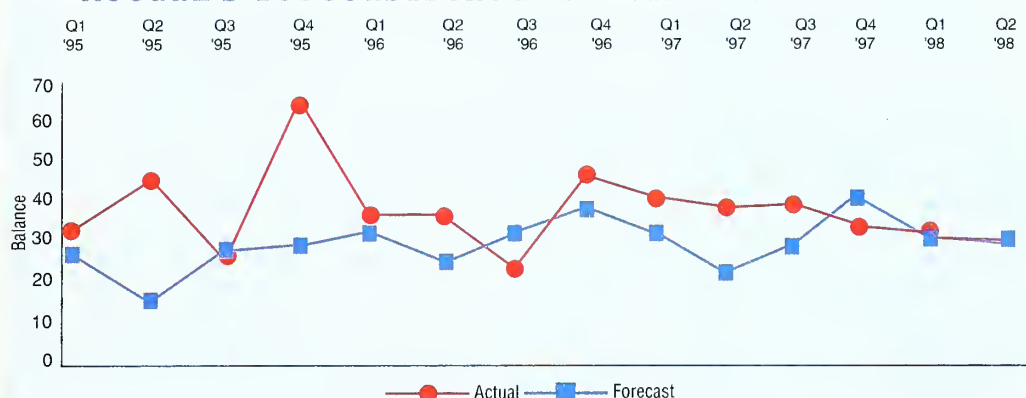
Actuals forecast trends in sales of Analgesics



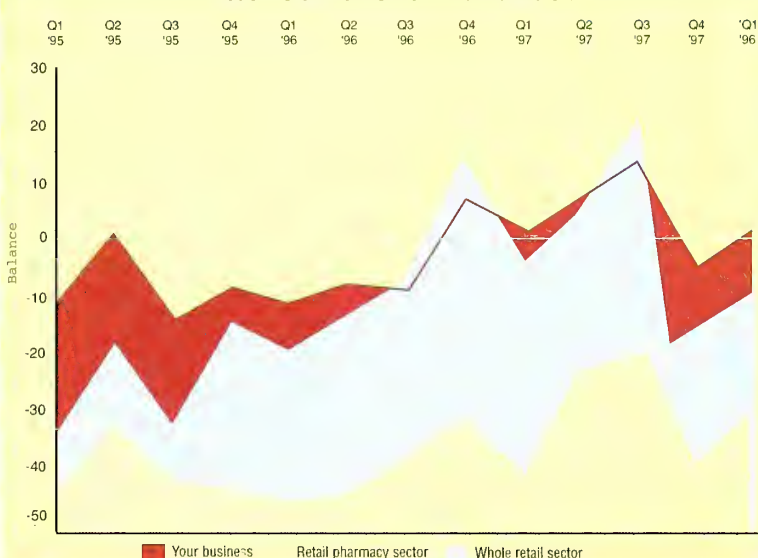
Actuals forecast trends in volume of NHS prescriptions



Actuals vs forecast trends in sales of OTC medicines



Next 6 months - balances



Baby care produced mixed results: 21 per cent of the panel report higher sales, but 25 per cent saw a fall and 51 per cent say there was no change.

Toiletries' performance was relatively lacklustre. Just over half the panel report no change in sales, 17 per cent report an increase and 22 per cent a drop.

Fragrances were the worst performers. Only 7 per cent of the panel saw sales increase; 54 per cent say they fell and 38 per cent expect a drop in the next quarter.

In north-east England (including Yorkshire) and in Wales not

per cent expect an increase.

In north-west England, none of the pharmacists in the survey increased their margins, although 57 per cent report no change. In contrast, 65 per cent of pharmacists in the Midlands report a drop.

On the whole, pharmacists remain divided about their businesses' prospects. Twenty-nine per cent of respondents are optimistic about the next three months, while 47 per cent expect no change and 20 per cent are pessimistic.

Respondents from the smallest pharmacies are the most confident: 27 per cent feel optimistic about the next quarter with only 6 per cent pessimistic. In contrast, 46 per cent of the largest pharmacies feel pessimistic and 23 per cent are optimistic.

As usual, the panel feel less hopeful about the retail pharmacy sector. Thirty-seven per cent are pessimistic about its prospects over the next quarter, rising to 48 per cent over the next 12 months.

Sixty-two per cent of respondents from the largest outlets feel pessimistic about the sector over the next quarter.

Pharmacies are also losing some confidence in the whole retail sector. Twenty-two per cent feel pessimistic about its prospects over the next quarter, rising to 29 per cent over the next 12 months. Most of the panel do not expect the sector to change.

Thirty-seven per cent saw higher vitamin sales and 18 per cent suffered a drop. Small outlets fared worst - 21 per cent say their sales fell, although 30 per cent report an increase.

The biggest outlets enjoyed better vitamin sales: 46 per cent say their sales rose and 31 per cent expect higher sales in the next quarter.

Photo processing sales are a little disappointing. While 27 per cent of the panel report an increase, 22 per cent saw a drop. Smaller outlets went against the grain again - 39 per cent

increased their sales and 55 per cent expect higher sales next quarter, as consumers begin to stock up for their holidays.

Thirty-nine per cent of the panel believe their sales will grow in the next quarter, while 42 per cent expect no change.

Traditionally poor categories remain a worry. Only 22 per cent of respondents increased their cosmetic sales, while 32 per cent saw a drop. There is a glimmer of light in south-east England (including East Anglia), where 36 per cent of pharmacies had higher sales.

a single pharmacist saw an increase. Sales in these regions respectively fell for 70 per cent and 60 per cent of the panel.

Forty-four per cent of pharmacists increased the value of their stock during the quarter and 36 per cent expect another increase next quarter.

Margins are still the black hole in pharmacy accounts. Forty-six per cent of respondents say their margins fell during the quarter surveyed; only 5 per cent saw an increase. And 41 per cent believe margins will fall in the next quarter too, whereas only 7

- Questionnaires were sent out to 502 members of the C&D retail business panel, of whom 166 replied.
- Sixty-six per cent of respondents were independents, and the rest multiples. Twenty per cent were pharmacists whose annual turnover was less than £350,000; 22 per cent had £350,001-500,000; 45 per cent had £500,001-999,999; 6 per cent had more than £1m; 2 per cent exceeded £2m; and 5 per cent did not state their turnover.

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Unichem sets up intranet for pharmacy customers

Unichem is launching an intranet – which it describes as a closed, secure way of communicating electronically between pharmacies and the wholesaler – for its pharmacist customers.

The intranet can be accessed only by authorised users and is the first of its kind among pharmacy wholesalers, according to Unichem.

Its features include information on products and special offers, giving customers access to their monthly statement and the ability to place orders, a full e-mail system to other Unichem pharmacies, and interactive pages with hot links to sites run by other suppliers such as Mediphase and PRS.

Chris Etherington, Unichem's managing director, admits he is impressed by the extent of Internet trading in the US. "It is the way of the future. It is just a matter of time before it becomes commonplace in the UK," he says.

The intranet "will provide a lot of information for customers and give them a platform to develop more services for their business", he adds.

It will be available to any Unichem customer who has a

Windows operating system and Internet access via a modem. Unichem will provide access codes on application.

For those not yet signed up to an Internet provider, Unichem will link customers up through its own provider, PipeX, and supply a browser (an electronic index) to allow pharmacists to look up pages. The cost will be about \$10-15 a month.

The company plans to demonstrate its web pages at its Alton Towers trade show on June 21, and aims to go live at the beginning of July. It will be mailing all customers with details soon.

Unichem estimates that it has around 3,000 customers with Windows systems. At present about 10 per cent of pharmacists can access the Internet.

Internet trading in the UK is a long way behind the US, but has become well established in the leisure, book and motor parts markets.

● Unichem has also introduced three other IT initiatives. The first is an Internet site open to customers and consumers. It will carry general health care advice, company information, and the location of the nearest Unichem pharmacy with the special offers

and products it stocks.

To support its customers with marketing advice and promotional packages at local level, Unichem has invested in a laptop database system called Tactician.

This provides a detailed demographic breakdown on a street by street basis of any pharmacy's local customer base. As well as providing details of the local population, such as the concentration of pensioners or families with children in a particular area, it gives the location of other pharmacies, and the location and size of GP surgeries.

The service, which will be operated by Unichem's marketing department, will be part of the package for those involved in the Community Pharmacy initiative and pharmacist customers using the wholesaler's newly announced shopfitting service (see box). Others can buy in at a cost of around \$500.

Unichem will introduce a touch screen health care information service around December. This was developed by Alliance Unichem France for consumers visiting pharmacies.

French pharmacists currently pay a monthly fee of \$30 for the

Unichem's package

Unichem is introducing a shopfitting package for its customers using three 'tried and tested' shopfitters – Crescent, SGI and Uno – all previously used by Moss Chemists.

The package offers low interest loans (1.25 per cent over base rate) of up to 100 per cent of the project cost with no arrangement fees.

Customers undergoing a major refit will be provided with marketing support from Unichem's newly acquired Tactician demographic information package.

The number of outlets in Unichem's Community Pharmacy initiative is now approaching 600, and the company hopes to have recruited 1,000 out of a total customer base of 4,500 by the end of the year, says Unichem sales and marketing director Martyn Ward.

Participating pharmacies are regularly checked by a mystery shopper to ensure they are complying with the scheme's criteria: 73 per cent passed the most recent survey indicating a high level of compliance, suggested Mr Ward. Seventeen pharmacies which have failed successive mystery shopper tests are soon to be removed from the scheme.

system. Unichem says the fee to UK users will depend on the level of support from manufacturers, but hopes it will be primarily funded by advertising.

Wholesalers lay out RPM 'safety blanket'

By one of those strange coincidences, both AAH and Unichem last week announced initiatives to protect their pharmacist customers from the possible consequences of an early demise of resale price maintenance on

medicines, while stressing their support for its continuation.

Unichem is launching a three stage initiative supporting the retention of RPM, but promoting own brand and putting in place contingency plans should RPM be overturned.

A window poster is being sent to all customers promoting the values and benefits of independent pharmacies. It is not branded and is available to any pharmacy. The message will be supported by consumer PR.

In July Unichem will be promoting its own brand products as the 'value proposition' from independent pharmacies offering prices highly competitive with those from the grocery multiples.

Stage three, which is on standby, will allow a swift reaction if RPM breaks down, says Unichem. It consists of "an arsenal of different tactical bits of activity", says sales and marketing director Martyn Ward.

"While it is vital we do everything to defend the case for RPM, it is also essential that we start to take action to promote the benefits of local pharmacy," says Mr Ward.

"Our initiatives will not undermine our stance on RPM or imply we have accepted it is likely to go, but we believe positive action is needed."

AAH Pharmaceuticals marketing director Steve Dunn says: "We feel the best way to provide for the future – with or without RPM – is to devise short-, medium- and long-term strategies to strengthen the independent's position."

AAH has looked at implementing a price monitoring check on key multiples to allow Vantage members to stay competitive. It has also discussed launching a 'support your local pharmacist' campaign which would promote the local pharmacy, emphasise price competitiveness and the own label offering.

Astra seeks to break ties with Merck

Astra is negotiating with Merck to break up their joint venture, Astra Merck.

Astra says it cannot guarantee an agreement can be reached. One stumbling block is likely to be the drugs both partners have co-developed and marketed within Astra Merck. Last week, for example, the US Food and Drug Administration approved Atacand (candesartan cilexetil), a hypertensive drug developed by Astra, Japan-based Takeda Chemical Industries, and Astra Merck. The drug is already available in the UK.

Astra has not suggested how it will unravel the numerous marketing agreements Astra Merck is involved in. That uncertainty has not stopped speculation that the Swedish group may seek an alternative merger with Zeneca – if it can break free from Astra Merck.

Zeneca's shares, as a result, climbed nearly 6 per cent to 2,628p last week.



Unichem sales and marketing director Martyn Ward with the generic window poster promoting the benefits of independent pharmacies

Boots Advantage card turns up trumps

Although the retail economy has been slowing down, Boots annual results showed healthy growth with pre-tax profits for the group up 3.2 per cent to \$553 million on a turnover of \$4.975 billion. The proposed final dividend is 15.6p, bringing the total dividend for the year up to 22.3p per share.

Boots the Chemists had a good year with sales of \$3.5737bn up 7.9 per cent on last year and profits increasing to \$443.8m.

Take up of the Boots Advantage loyalty card has exceeded company expectations and the card is generating profit after nine months, despite the \$5.6 million in extra costs. The card was launched in September 1997 and there are currently eight million cardholders. The company estimates that the card has contributed 1.8 per cent of the counter sales growth over the full year. In the last quarter 34 per cent of counter sales were linked to the card with incremental counter sales of over 4 per cent. Customer data gathered from the card has already been used to target Boots Mother & Baby at Home catalogue and further initiatives are planned.

Sales in the health care sector were up 7.9 per cent, despite a lack of serious winter illness. The company was unwilling to quantify the contribution that



A good year for Boots the Chemists – sales were up 7.9 per cent

NHS dispensing made to figures saying: "In a year when competitive activity has been increasing, BTC has increased its market share."

During the year, 32 new small stores and a further 13 edge-of-town stores were opened. The company intends opening 30 out-of-town 'superstores' this year as transaction values at these locations are, on average, 50 per cent higher than High St sites. However, chief executive Lord Blyth stressed that the company "remains fundamentally committed to the High St".

Further expansion during the year included the acquisition of two pharmacy chains in Ireland – Hayes Conyngham & Robinson in January, and Connors in April – making Boots the largest retail pharmacy chain in Ireland. Pilot

stores were opened in the Netherlands (three) and Thailand (six) with 40 additional stores due to open in Thailand over the next two years.

The warehouse fire in October 1997, which led to non-availability of stock in the key Christmas period, impacted on sales, but \$10m in insurance proceeds were recognised in 1997/98 for loss of gross profits, with further proceeds anticipated when the claim is finalised. A new warehouse is operational this month.

Boots Healthcare International reported a sales increase of 9.4 per cent (at comparable exchange rates) to \$273.3m. Core brands accounted for 70 per cent of sales, a figure which is expected to increase further next year with the full year impact of the Hermal acquisition.

Nurofen grew by 26.7 per cent with strong growth in all markets, particularly the UK and France. Strepsils also had a good year, with sales up 7.8 per cent, despite the lack of flu across Europe. Skin care contributed \$82.8m to sales and is now BII's largest category.

At Boots Contract Manufacturing, sales of \$314.9m were 21.3 per cent higher than last year with underlying growth of 10.6 per cent, after excluding Roval, acquired in March 1997, and adverse currency movements. Profit before exceptional items at \$24.7m was 25.4 per cent higher than last year.

Growth in demand from Boots the Chemists was the key factor in the performance with sales at \$148.7m, 13.1 per cent above last year's.

Sales to UK third parties were strong, but exports, particularly to overseas retailers, were affected by the strength of sterling. Lower raw material and packaging costs have been offset to some degree by ongoing investment in information systems and sales and marketing.

Boots Opticians also had a good year with sales up 23.5 per cent to \$182.9 million. The exceptional profit of \$14.3m (\$17m before exceptional items) was due to further recovery of VAT on dispensing services.

SB to shed 123 posts in restructure

Smithkline Beecham is shedding 123 posts at its pharmaceuticals division at Mundells, Welwyn Garden City, because of a restructure.

Most of the cuts, ranging from managerial to administrative positions, have already occurred by leaving vacant positions unfilled. About 48 people will be made redundant and SB is installing a team of outplacement consultants to help them find other jobs.

It says the restructure is a response to tougher trading conditions in Europe, partly stem-

ming from the strong pound which has greatly increased imports from continental Europe. Imports will continue to rise, it says, with the scheduled introduction of European Monetary Union and the European Union's expansion into Eastern Europe. SB wants to introduce a new organisational structure that "better reflects the new trading environment".

Richard de Souza, SB's chairman of European pharmaceuticals, says it has already restructured other European divisions to deal with the markets' "contin-

uing turbulence". As a result, he adds, The divisions' sales are growing fast again.

"In the UK a key objective of the reorganisation will be to retain the integrity of an effective sales and marketing function. This will allow us to maintain our marketing support for current products and give us flexibility to launch new products," he says.

The company is also gauging whether it should move the Mundells site to new offices, which are being built in a 13.4 acre site between its two Brentford-based headquarters.

Biotech shares valued too high, says DKB

British Biotech shares fell this week after its broker Dresdner Kleinwort Benson was reported to have told investors that shares in BB could be overvalued at 43p.

The announcement caused shares in BB to fall 6 per cent to 48p (40p as C&D went to press). Biotech adviser Andrew Nicolls says, "The city has lost confidence in the company and we will have to start again. There is nothing we can do, however, until we come up with some positive results from phase three trials of marimastat (an anti-cancer agent) in six months time."

COMING EVENTS

TUESDAY, JUNE 16

Bristol Branch, RPSGB

David Lloyd Tennis Club in Long Ashton at 7.30 for 8pm. 'Homoeopathy', by pharmacist Joanne Barnes.

WEDNESDAY, JUNE 17

WCPPE

Llanfairisgaer. 'Childhood asthma update'.

WCPPE

Cardiff. 'Emergency basic first aid (second evening)'.

WCPPE

Brecon – 'Oxygen therapy'.

THURSDAY, JUNE 18

WCPPE

Swansea. 'Understanding the three Cs: caps, condoms and contraceptives'.

United Drug profits up 35 per cent to IR\$4.4m

United Drug's pre-tax profits rose 35 per cent to IR\$4.4m (\$3.8m) on a turnover of IR\$200.9m – up 40 per cent – for the six months to March 31.

Strong sales from United Drug Wholesale played a major part in the group's performance. Dublin Drug, a wholesaler United Drug acquired last year, also did well

and exceeded the group's expectations. Pharmacists now own 29 per cent of the group's equity, partly due to the acquisition.

However UniDrug, the group's joint pre-wholesale venture with Unichem, reported a "small loss". United Drug says UniDrug has taken on new clients since January and is now trading profitably.

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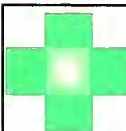
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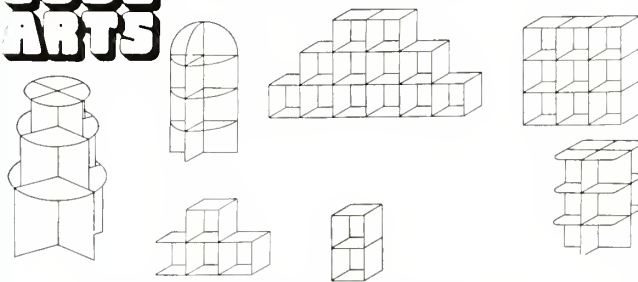
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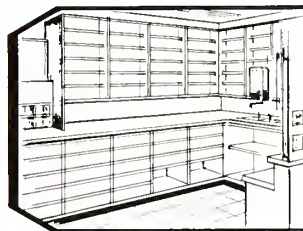
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Posicor and the Millennium Dome

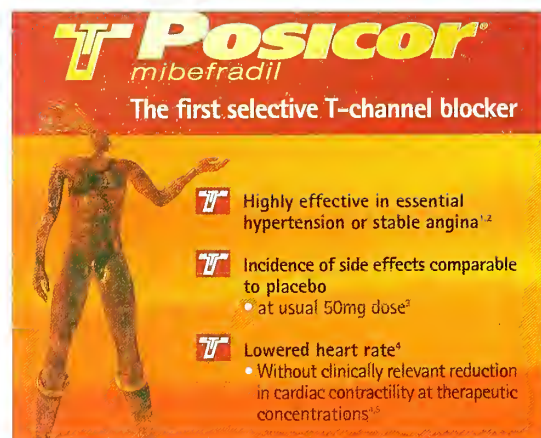
The Millennium Dome is to be promoted by a figure which should already be familiar to pharmacists up and down the country.

The female figure is tall, well-muscled, long-legged and has a small head, and the New Millennium Experience Company has paid sculptor Mark Reddy £90,000 to create this representation of Britain in the 21st century.

The Millennium woman bears an uncanny likeness to figures, also creations of Mr Reddy,

which appear in the advertisement for Posicor, the antihypertensive which Roche has just withdrawn (see **Script Specials** p10).

To explain what his work represents, the artist says: "It's a universal figure which draws on the history of all people and it tries to pull cultures together. My figures are supposed to be a celebration of humankind and they have always been an attempt to recover the sense of spirituality we have lost."



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- T** Lowered heart rate⁴
 - Without clinically relevant reduction in cardiac contractility at therapeutic concentrations⁵

Posicor man: Roche had already commissioned sculptor Mark Reddy before the 'new' figure of the 'Millennium woman' appeared, bearing a striking resemblance to the pack figure (left)

Pharmacist biker travels length of Britain

Pharmacist Morton Hickson from Midhurst, West Sussex, has travelled the length of Britain by bike to raise money for a local music society.

Mr Hickson took his BMW K75 750cc machine on a 2,500 mile trip from Midhurst, up to John O'Groats, and down to Land's End last month, raising £1,500 for Midhurst Music Society.

"My BMW is a beautiful bike – it's quiet and sheer luxury to ride. It will do 135mph and weighs a quarter of a ton. The biggest problem is keeping the thing upright when I'm stationary," he says.

Although the route took him nine days to complete, he took a three-day walking break in Wales and climbed Mount Snowdon.

His journey went without a hitch as he explains: "To keep people out of my way, I dressed

like a policeman with a white helmet, black leathers and a luminous vest. I did it deliberately for safety – I found people didn't pull out in front of me and, by the time they realised I was not the police, it was too late."



Pharmacist Morton Hickson with the BMW K75 which he took from John O'Groats to Land's End

120 pharmacists invited for NHS 50 celebrations at Palace

Over 120 pharmacists have been invited to a garden party at Buckingham Palace in July to celebrate the 50th anniversary of the NHS.

Nine pharmacy managers, 11 pharmacy technicians and 12 pharmacy assistants will also be among the 8,000 guests.

Pharmacist Alexander Daghlion from the Seven Day Pharmacy in Plas Madoc, near Wrexham, and his mother, Ann, have been invited to attend, as has pharmacist John Macmillan from Scotland.

Mr Daghlion operates a 365-days-a-year pharmacy, which

offers emergency service cover for Shropshire, Cheshire and North Wales. Mr Macmillan, a pharmacist at Boots the Chemists in Ayr, was "stunned" when he received his invitation.

Mr Daghlion says: "It was a miserable Monday morning and the post contained a pile of bills. I opened three before I opened the invitation letter and I couldn't believe it when I did".

For him, the invitation represents a second chance to see the Queen. When she visited his town recently, he was working. "It's nice to get invited to her home six months later," he says.

Pharmacist Patrick Pavey from Boots the Chemists in Hythe, Southampton, has won a case of champagne in AAH Pharmaceutical's 'British National Formulary' guessing competition. Mr Pavey estimated 3,531 copies of the formulary would be collected for pharmacists in developing countries, during the Commonwealth Pharmaceutical Association's Pharmaid week last November. The actual figure was 3,384. Mr Pavey (right) is pictured with Colin Rees, AAH's Southampton branch manager



APPOINTMENTS

Mawdsley Brooks has appointed **Gareth Headley** (right) as marketing manager. Unichem has promoted **Ken Murphy** to director of finance. **Alastair Maxwell** is retail sales controller



for the independent sector and **Paul Hassall** is national account controller for both the independent and multiple sectors. **David Evans** has been made head of sales training. **Dominic Estall** is assistant to **Frances Brown**, head of information technology at the NPA. **Dr Alastair Selkirk**, Scotia's manufacturing director, and **Dr Chris Blackwell**, development director, have been appointed to the board of Scotia Holdings. Wardles has appointed **Leigh Ann Adams** to business development and marketing

manager, following its acquisition of Nursing Care Midlands. Innovative Technologies has appointed **Graeme Brookes** as sales and marketing director and **Dr Ian Middleton** as polymer development manager.

Norman Barras has been promoted as the scientific director of Norgine Research. **Dr Gro Brundtland** has been elected director general of the World Health Organisation. **Matthew Stevens** has joined Access 24, a provider of 24-hour health lines, as marketing account manager.

Ruth Sade has joined Health Perception as a field executive. Glendinning Management Consultants has appointed **Stephen Mawby** as director of consulting.



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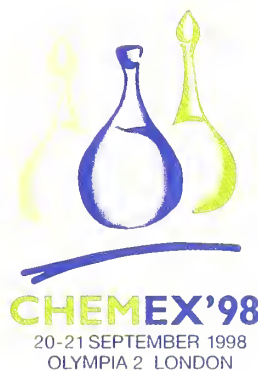
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